

# LIFE



QUINS' FIRST COMMUNION

SEPTEMBER 2, 1940

10

CENTS

YEARLY SUBSCRIPTION \$4.50



# HERE'S A HOT ONE ABOUT *INSULATION!*

• The Hindu fakir walks over a bed of red hot coals barefoot without burning himself! A miracle? Hardly. He merely insulates his body against heat with a damp mixture of salt and alum; and just before starting his walk over fire, he stands for a moment on a "sacred" mat on which more of the same insulating mixture has been deposited.

AND here's another hot one—the engine in your motor car. A running engine gets hot, you know. And the hotter the day the hotter it runs—hot enough to break down ordinary oil.

But not Havoline Motor Oil. It's *insulated* by an exclusive Texaco process to stand up to heat.

Insulated Havoline won't break down—won't form harmful varnish or sludge in your engine.

Insulated Havoline is also distilled to

eliminate carbon-forming impurities—to keep your engine clean and sweet running.

For safety and economy, change to Insulated Havoline Motor Oil at Texaco and other good dealers everywhere. No finer oil at any price.

TEXACO DEALERS INVITE YOU TO tune in the TEXACO STAR THEATRE—Starring Kenny Baker and Frances Langford—Every Wednesday Night—Columbia Network—9:00 E.D.T., 8:00 E.S.T., 8:00 C.D.T., 7:00 C.S.T., 6:00 M.S.T., 5:00 P.S.T.

**DISTILLED AND  
INSULATED**  
... AGAINST HEAT ... AGAINST COLD



Copyright 1940  
The Texas Company







"POETRY OF MOTION"

## A hard picture to get—but Agfa Film got it!

**T**WO GET GOOD PHOTOGRAPHS of people "doing things," use really reliable film—load your camera with Agfa Film!

For general outdoor photography, we recommend Agfa Plenachrome. But that's only one of the many fine films in the Agfa line; there's an Agfa Film for every photographic purpose.

All Agfa Films bring you that famous "extra mar-

gin of quality" which helps you get clear, sparkling pictures under ordinary conditions and *surprisingly good* results even when photographic conditions are far from favorable.

Buy Agfa Film today...and get better pictures. Every roll of Agfa Film is guaranteed to give you "Pictures that satisfy or a new roll free!" *Agfa Ansco, Binghamton, New York. Made in U. S. A.*

# Agfa Film



The only film that guarantees  
"Pictures that satisfy or a new roll free!"



This One



NYES-GLY-LXYE





Is this the way homework is done in your home? Diligently, laboriously, and yet—ineffectually? According to psychologists, a portable typewriter will help solve this common problem.



Or is your child on the brilliant side? If so, educators will tell you that this youngster needs a typewriter to give wings to her hidden powers of imagination.

## Why should eager minds be chained?



**W**HAT MAKES homework *drudgery* for so many children . . . possibly your own?

Why does even a brilliant youngster's mind seem to *freeze up* when it comes to putting thoughts on paper?

Modern educators and leading psychologists give this as the answer: Your child's mental processes are chained to the crawling progress of his pencil! The tedious job of *handwriting* is a shackle that fetters his imagination . . . just as the mere task of writing causes *you* to put off answering letters.

What's the solution?

A *portable typewriter*! The proof? Thousands of tests in the nation's schools have shown that children learn faster . . . concentrate better . . . get 10% to 30% higher grades in many subjects . . . when they do their work on a typewriter.

The reason is obvious.

*Typing*—because it is faster . . . easier . . . releases the child's mind and energy for *thinking* . . . frees his imaginative powers . . . improves spelling . . . punctuation . . . grammar. In short, helps bring mental order out of tangled thinking. And remember, most children can readily learn to *type* faster than they can *write*.

**Not only** is the portable typewriter a valuable educational tool—but knowledge of its use helps in *scores* of occupations . . . or is a profession in itself! Whether your child goes into *secretarial*, newspaper, or advertising work . . . becomes a salesman with reports to fill out, a young lawyer with briefs to draw up, a doctor handling his own correspondence . . . *typing is indispensable*.





**Which Portable will help your child most?** Isn't it only common sense to select that Portable which most closely resembles a standard office typewriter? In other words, a *Royal*.

The Royal Portable is actually a *replica* of the standard office machine—choice of 20,000 schools. For example, only the Royal has a keyboard identical with that on a standard machine. (One reason typing teachers recommend the Royal.)

**Your child will learn typing quickly by the touch system** . . . especially with the exclusive Royal "Self Teacher" which is included at no extra cost with every Royal Portable. Tests show that the average child readily learns to type 30 to 40 words a minute. Your hastily scribbled note is written at the probable rate of only 20 words a minute. Thus, the normal child easily teaches himself to type faster than he can write.

**Which is the typewriter?** A smart, airplane-luggage case with brass fittings is an engaging feature of the new Royal Quiet De Luxe Model, last word in Portable perfection. (All Royal Portable cases are so constructed that the machine cannot fall out—even if the case is carried open. Rubber suction-cups on the bottom of each case anchor the typewriter to the table top—eliminate table-top scratches and scars.)

ROYAL ARROW MODEL \$54.50. OTHER PORTABLE MODELS FROM \$34.50 TO \$64.50

These are only a *few* of the features which have made Royal the World's Number One Portable—

- 1. MAGIC\* Margin**—No fussing with mechanism to change and set margin on a Royal. Flip the MAGIC Margin lever—*click* . . . it's set! Only Royal has it.
- 2. Touch Control\***—Do you tap, peck, or pound when you type? Simply adjust the accessible Touch Control to the position where it exactly matches your touch. Again . . . only Royal has it!
- 3. Locked Bob-Less Shift**—Less noise . . . less eyestrain when you shift for capital letters on the Royal. The carriage doesn't jump!
- 4. Automobile-Type shock absorbers**—rubber-cushion feet under metal springs—practically eliminate shock to fingers.
- 5. Finger-Comfort Keys**—Even the *keys* on a Royal are different! Shaped to fit the finger, each is protected from grime and discoloration, with Lucite. Only Royal has it!
- 6. Margin Release**—Like the backspace, this key is in the same position on the Royal Portable as on a standard office machine. Only on a Royal is this true!

It costs no more to *own* a Royal Portable than to *rent* one! Your typewriter dealer is authorized to sell you an easy-writing Royal for as little as \$3 down and \$3 a month (typewriter case and instruction book included).

Little enough to pay for the greater freedom of expression . . . the new-found wings for an eager mind . . . that a Royal will mean for your child! Write to Royal, 2 Park Avenue, New York City, for a free trial in your home.



\*Trademarks Reg. U.S. Pat. Off.

Copyright 1940 Royal Typewriter Co., Inc.

# Royal Portable

The Only STANDARD Typewriter  
in PORTABLE Size



## "PROTECTING THE AMERICAN HOME"



"Josiah Hill had not been settled many years in Danvis when his old friend, Kenelm Dalrymple came to him broken with age, infirm and homeless. 'I uster 'most wish, when I was a wanderin' hither and 'yon wiaout kith or kin or friend, I could come to my own ag'in,' he said." *A Danvis Pioneer*, by Rowland Robinson, Vermont author.

## The Best Friend for Your Retirement Years

The best friend any man can have after age fifty-five or sixty is life insurance. Life insurance most nearly exemplifies America. Americans have always hated dependency.

### Read what these men said about Life Insurance

Grover Cleveland said, "Get a policy, and then hold on to it. It means self-respect. It means that nobody will have to put something in a hat for you or for your dependent ones if you should be snatched away from them."

And this from Al Smith: "Take a good insurance agent into your confidence. After all he can be your best friend. If at times you think he

is persistent, remember that what he has to offer is really for your own good. I know of a number of instances where good life insurance agents have been criticized for not being persistent enough. The criticism has come from the widow, who learns that her husband had contemplated taking insurance, but had put it off. You will also hear the same criticism from men who were able to get insurance at one time but whose health may have become so impaired that they can no longer get it at any price."

The best friend for every man's retirement years is life insurance. For further information, fill in and mail the coupon below.

## NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE—**VERMONT**  
MONTPELIER,

*A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"*

CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE CO., DEPT. 115, MONTPELIER, VERMONT

I can save (\$2) (\$3) (\$5) (\$10) per week. What will my retirement income be at age (55) (60) (65)?

Name.....Date of Birth.....

Business or Home Address.....

## LETTERS TO THE EDITORS

### Jehovah's Witnesses

Sirs:

I think you have done a fine job of presenting Jehovah's Witnesses to the public (*LIFE*, Aug. 12).

JEAN HERMAN

American Civil Liberties Union  
New York, N. Y.

Sirs:

Accept my commendation for your truthful account and fine pictures of the convention of Jehovah's Witnesses at Detroit. While I cannot be classed as a Witness, I am sympathetic and have always upheld "the right to worship, etc."

EMILY W. SPOTTS

South Williamsport, Penn.

Sirs:

The article on Jehovah's Witnesses is an insulting account of them. We are not a religious sect. We are Christians, following the lead of Jehovah God and Christ Jesus as set forth in the Bible. Judge Rutherford is not a prophet or a leader but is just one of Jehovah's Witnesses.

Your article has done its share too in stirring up animosity against us because of our non-salute to the flag. There is no law requiring adults to salute the flag. We are not lawbreakers. We respect the flag and recognize it as an emblem that stands for our country. We cannot salute it because, being an emblem, it is inanimate, and if we addressed words to it that would be idolatry and thus we would be violating God's law which commands us to flee from idolatry. Exodus 20:3-7 admonishes us to give all our worship to Almighty God.

MARY L. PEDERSON

Los Angeles, Calif.

### Bombardment of Chungking

Sirs:

I feel a great desire to congratulate you for the stunning picture of Chungking under Japanese bombardment in the Aug. 12 issue of *LIFE*. I appreciate deeply the double spread you gave to that subject because this is the most telling way to bring home to the American masses the need of stirring themselves and to support with true efficiency our Government in its efforts to stop exports of war matériel to Japan. Your magazine is the most powerful weapon of its kind for arousing us from our provincialism and our smugness and for bringing out the best qualities in what we call Americanism. At this crucial period of our history you are splendidly contributing to our unification. I and many friends of mine who are all American born join me in assuring you that we are heartily with your editorial policy about the war and our function in the planetary upheaval of today. I still have great faith in the future, and your Americanism by its scope, speed and pungency will remain an inspiration to our grandchildren and their children.

JULIA ELLSWORTH FORD

Rye, N. Y.

● Mrs. Ford, now 81, is the author of several books. In 1934 she established the Julia Ellsworth Ford Foundation and the annual contest for encouraging literature for the young. She is the mother of Artist Lauren Ford.—ED.

### Disappointed Willkie Booster

Sirs:

As a prospective Willkie booster I had hoped to enjoy Mr. Willkie's acceptance speech, but unfortunately the local power company, a subsidiary of Commonwealth & Southern Corp., turned off the current in the middle of it.

I would suggest that, if Mr. Willkie wishes to garner additional votes, he re-broadcast his speech after making sure

(continued on p. 7)

YOU'D SWEAR IT  
WAS MADE TO  
YOUR MEASURE



ONLY  
FRUIT-OF-THE-LOOM  
SHIRTS ARE  
\*FIGURIZED

\*Reg. U. S. Pat. Off.

- Prevents wrinkling across bosom—stays smooth from armpit to collar.
- Banishes bunching under arms—no unsightly "balloons".
- Eliminates overhanging seams at shoulders.

There's nothing smarter than Fruit-of-the-Loom white shirts with the Life Long Collar. And now they're still smarter—thanks to this new, exclusive Figurized method of construction. Because they fit where most shirts never fit before—smooth as a whip from collar to hip. Also available in the smartest of new Fall patterns and shades at better men's wear dealers every-  
**\$1.65**  
where—and only **EACH**

NEEDLES

FRUIT OF THE LOOM  
WHITE SHIRTS

Eclipse-Needles Co.  
Philadelphia, Pa.

WITH THE  
**LIFE LONG**  
SANFORIZED COLLAR





# VOTE FOR *Crispness*

**...CRISPNESS THAT LASTS!**

*Delicious with fresh, frozen, cooked or canned fruits*

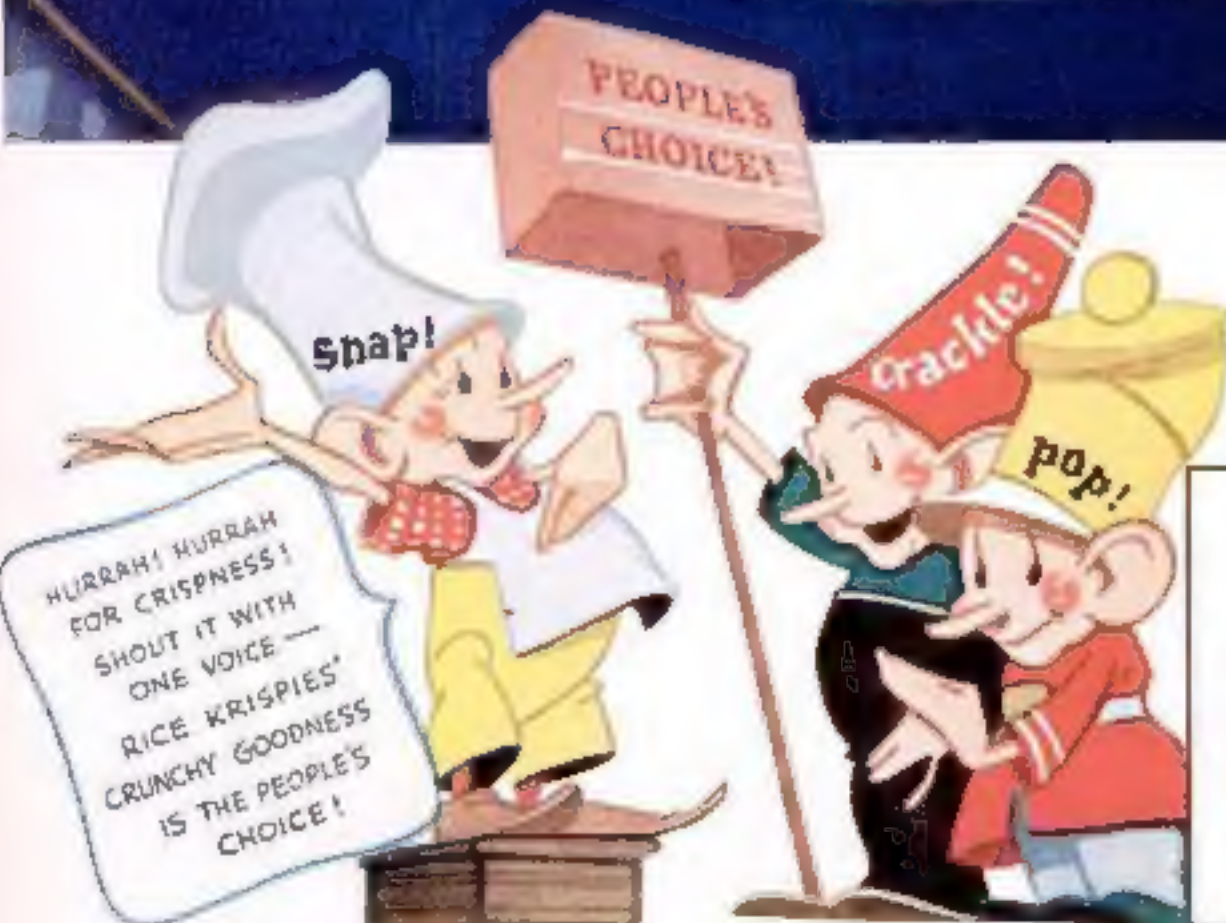


● Winning new hosts of friends every day—this breakfast treat that's always crisp . . . always delicious! Kellogg's Rice Krispies have a way with sleepy appetites.

Rice Krispies boast a rich flavor and crispness that will amaze you. They're "popped" in ovens in a special way . . . then toasted gently to bring out the unique Kellogg flavor. They're so mouth-watering, so tantalizingly delicious, so lastingly crisp! You just can't resist them as they snap! crackle! pop! in milk or cream.

Don't miss out any longer. Make a date with Kellogg's Rice Krispies tomorrow morning. Only premium quality, American-grown "Blue Rose" rice is used in them. And you can be sure they'll reach you crisp. For they're packed in Kellogg's exclusive innerwrap—"Waxtite" heat-sealed at both top and bottom.

**MADE BY KELLOGG'S IN BATTLE CREEK**



*Sensational offer! Attractive, nursery-rhyme wall plaques in gorgeous colors. Proper size for grouping. Six different subjects. See back of Rice Krispies package.*

## KELLOGG'S RICE KRISPIES

"OVEN-POPPED" Rice Krispies float for hours in milk or cream. The name "Rice Krispies" is Kellogg's trade-mark (Reg. U. S. Pat. Off.) for oven-popped rice.



Copy. 1949 by Kellogg Company





# Koroseal\*

## New Goodrich synthetic coating makes raincoats, tablecloths, curtains, anything permanently waterproof, soilproof

Koroseal is a material developed by Goodrich for coating cloth, to make it waterproof. The coating is so thin you hardly know it's there—like glass over a picture it is invisible, transparent—it shields the beauty of the fabric beneath from all damp and dirt. Koroseal gives you the first really lasting, fully practical waterproof fabrics.

Koroseal contains no rubber nor oil

—it is a pure synthetic made from limestone, coke and salt. It can never have any odor, cannot discolor, cannot crack, become sticky nor hard, and is a permanent part of the fabric it protects.

Think of the convenience! Dirt cannot penetrate the coating—let children upset anything on a Koroseal tablecloth... wipe it off—it's as clean and fresh as ever.

Raincoats, golf jackets, capes are made of silk or cotton so light you can fold them into a pocket, yet Koroseal makes them impervious to the hardest rain.

Koroseal shower curtains and caps never get tacky even after repeated exposure to heat, and never get stiff or crack even after years of use. They cannot absorb water and so never mildew, never need to be dried out.

Koroseal can be washed and ironed by following simple directions. Dozens of articles are made of it—stores, manufacturers, men and women are

welcoming Koroseal as the most important fabric improvement in years.

Every article carries this tag. If for any reason your stores do not have Koroseal, they can get any item for you—to save you time and money, add to the comfort and convenience of life.



# Koroseal\*

BY

# Goodrich

\* A trademark of The E. F. Goodrich Co., Akron, Ohio







The "secretary shift"—builds up office glamour, but tears down office hose! For duty as well as beauty, change over to sheer, full-fashioned Cannon stockings, inspected by an automatic air-pressure machine that detects every minute, microscopic flaw, (real cause of "mystery" runs). Cannon brings you only perfect stockings—lovely, flawless, triple-inspected!

Cannon Hosiery made of Silk, in the Celophane Handy-Pack, 69¢ to \$1.00. Cannon Hosiery made of Nylon, \$1.25. By makers of Cannon Towels and Sheets.



## Acid Indigestion?



from the discomforts of sour stomach, heartburn, acid dyspepsia and flatulence — saves you hours of lost time and efficiency. Bisma-Rex is the scientific, safe and pleasant-tasting antacid that millions of busy men and women depend on to keep fit. Keep a full-size, 50-cent package always in your medicine closet. Order it, today, by name, at your nearby Rexall druggist.



For sale wherever you see this sign



## LETTERS TO THE EDITORS

(continued)

that his employees have stored sufficient power for the occasion.

L. D. WILLOUGHBY

Pensacola, Fla.

### "Germans Told Me . . ."

Sirs:

Thank you for your reprint of Mr. Gowen's letter "German Officers Told Me . . ." (LIFE, Aug. 19). I earnestly urge that you make this letter front-page stuff and use your tremendous influence in bringing before the American people a realization of the grave danger in which our democracy stands.

J. B. SEMPLE JR.

Annapolis, Md.

Sirs:

For America I urge you to publish again with plenty of emphasis Gowen's letter on Hitler's sinister plans.

WILLIAM PAINTER MEEKER

Annapolis, Md.

Sirs:

Albert Y. Gowen's letter was interesting because of its resemblance to a type of article that appeared in many periodicals during the last war.

No less a personage than onetime U. S. Ambassador to Turkey, Henry Morgenthau, was guilty of writing a similar story which Baron Wengenheim, German Ambassador to Turkey, is purported to have told him in September 1914. It described in detail an alleged meeting at Potsdam on the previous July 5 in which the Kaiser announced plans to fight and conquer the world. The complete falsity of that story has been subsequently proved by every scholar both in this country and abroad who has investigated it.

Mr. Gowen's letter as well as similar matter that was given such wide circulation during the last war can serve only to fan blind hysteria. What America needs instead at this critical time is the ability to calmly and intelligently build a modern defensive system capable of throwing back any possible attack on this hemisphere.

CHARLES H. ABBOTT

New York, N. Y.

### His Number Came Up

Sirs:

Was I surprised when I saw the picture of Wilson drawing in the draft lottery in your Aug. 12 issue of LIFE. In 1918, I was waiting for my number to come up and Wilson personally drew



WILSON DRAWS NO. 322



NO. 322 IS P. D. KAUS

(continued on p. 8)



1. "I was simply stunned when Ann, my roommate, told me the brutal truth . . . that perhaps halitosis (bad breath) was the reason for Jim's recent indifference. 'Better start using Listerine, dear,' she suggested. 'I think you'll get Jim back.'"



2. "I took Ann's advice . . . it's Listerine Antiseptic for me every morning and night and before dates. It's marvelous how fresh it makes the mouth feel and how much sweeter the breath. What a fool any girl is to take her breath for granted! . . . when she may be risking romance and friendships."



3. "Well . . . Jim and I are happy as two larks again, just as Ann predicted. I really owe her a deep debt of thanks for tipping me off to my trouble. Otherwise, Jim might have stayed away for good."

Some cases of halitosis (bad breath) are due to systemic conditions, but most cases, say some authorities, are caused by the fermentation of tiny food particles in the mouth. Listerine

Antiseptic quickly halts such fermentation, then overcomes the odors it causes. The breath becomes sweeter and less likely to offend. Use Listerine Antiseptic every day.

Let LISTERINE Antiseptic look after your breath



# Believe It or Not!\*

by

**RIPLEY**

★ REG. U.S. PAT. OFF.

## The TIGER CLAWED THE LONE GEORGIA BOY, THEN SUDDENLY FELL DEAD



**FRED A. BIRCHMORE**—University of Georgia Graduate WAS NEARLY EATEN ALIVE BY A TIGER AS HE LAY ALONE AND EXHAUSTED IN THE WILDS OF BURMA. SUDDENLY THAT MAN-EATING TIGER FELL DEAD BESIDE HIM! FRED LIVED TO TELL WHY IN HIS EXCITING NEW BOOK "AROUND THE WORLD ON A BICYCLE" BUT WAIT—

SOON THEREAFTER, THIS DARING YOUNG CYCLIST WAS BARELY SAVED FROM DROWNING WHEN HIS BAMBOO RAFT CAPSIZED IN A SWIFT, SWOLLEN JUNGLE STREAM IN A WILD, ANIMIST, TRIBAL COUNTRY.



TO THE PARKER PEN CO.—HE WROTE:

My camera, films and all other equipment were ruined, but my most valuable asset was unharmed! This was hundreds of pages of notes on my rare adventures—written with Parker Permanent Quink that I bought in Athens, Ga., when I started out. As

soon as I reached a native hut and dried the water-soaked pages, I found their condition perfect—not a smear on a single page. My Parker pen had never once failed me, and now Parker Permanent Quink, in a crisis that I did not think any ink could stand, came through 100%.

# Parker Quink



15¢ AND 25¢

Quink is made by The Parker Pen Co., Janesville, Wis.

**DOES WHAT NO OTHER INK CAN DO!**

IT DRIES 31% QUICKER THAN AVERAGE ON PAPER—YET DOES NOT DRY IN YOUR PEN. IT CLEANS YOUR PEN—AS IT WRITES, A PARKER OR ANY OTHER PEN—DIGESTS AND DISSOLVES DEPOSITS LEFT BY PEN-

CLOGGING INKS. TWO KINDS—PERMANENT AND WASHABLE—BOTH IN RICH, BRILLIANT COLORS—NEVER WATERY AND NEVER GUMMY. GET PARKER Quink FROM ANY STORE SELLING INK—15¢ UP—AND YOUR PEN WILL WORK LIKE A CHARM. Believe It or Not! Robert L. Ripley

## LETTERS TO THE EDITORS

(continued)

one number to open the ceremony of the draft. It was my number: 322.

P. D. KAUS

Stonewall, Okla.

● Many thanks to Peter D. Kaus, now an oil-field worker in Oklahoma, for identifying himself as No. 322. Actually this was not the first draft lottery but the third. Taking place in the Senate Office Building at noon on Sept. 30, 1918, it was, however, the only one in which President Wilson personally participated. Before drawing the numbers, Mr. Wilson was blindfolded with a cloth taken from the covering of one of the chairs used at the signing of the Declaration of Independence.—ED.

### "Democracy, Unlimited"

Sirs:

In the Aug. 19 issue there is an article on Democracy, Unlimited by David Cort. I think that this article is the best explanation of our difficulties that I have yet read.

JOHN R. CHIDSEY

Easton, Pa.

Sirs:

My congratulations on David Cort's article on Democracy, Unlimited. It is unprejudiced; shows knowledge, analytical intelligence. Part of the article brought tears to my eyes.

AMOS WYLIE

New York, N. Y.

Sirs:

I am thrilled and must write David Cort. He has here unified, clarified, simplified and emblazoned the religion of America.

SAMUEL CROWELL JR.

Marblehead, Mass.

Sirs:

After 60 minutes of earnest pondering I gave up in my attempt to recall when I had read a more ridiculous bit of balderdash than Mr. Cort's article on Democracy, Unlimited.

STEPHEN A. McDONALD

Teaneck, N. J.

### Village of Cookham

Sirs:

We were amazed and amused to find in the Aug. 19 issue of LIFE pictures of our own home village, Cookham, England. Closer inspection showed us familiar faces we had not thought to see for many a long month—faces which, we are glad to note, do not seem to have been damaged or dirtied by Stuka blitzkriegs.

The Odney Club is the philanthropic brain child of Spedan Lewis, wealthy president of John Lewis-Peter Jones department stores. Ten years ago Lewis bought up most of the land and nearly all the big houses in the quaint old 13th Century village of Cookham.

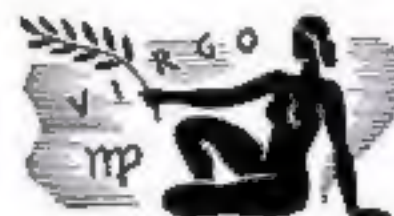
Across the backwater from the landing stage in your picture is Odney Common—free land which has belonged to the villagers of Cookham for 700 years.



ODNEY CLUB AT COOKHAM

Spedan Lewis wanted to buy it and erect roundabouts and swings for his employees. The wordy warfare that shook the village at this suggestion had its repercussions all over the United

## BORN BETWEEN Aug. 24 and Sept. 22?



You're Virgo! Your keyword in life is "I analyze."

Naturally, you'll want a Hamilton this birthday—for analyze as much as you will, it's still "America's Fine Watch."

FREE! Horoscope booklet for every month of the year. Write to the Hamilton Watch Company, 85 Columbia Ave., Lancaster, Penna.

Hamilton's experience building watches for railroad men insures greatest possible accuracy in every other size and grade Hamilton makes.

Top: ENDICOTT, 17 jewels, 10K natural gold-filled. With 18K applied gold numeral dial, \$40. Bottom: ELISE, 17 jewels, 14K natural gold. With 18K applied gold numeral dial and gold-filled fittings, \$55.



Hamilton  
THE WATCH OF RAILROAD ACCURACY

## GET INTO A

# Bantam

LIGHTWEIGHT  
WIND-PROOF  
SHOWER-PROOF



### ...LAUGH AT THE WEATHERMAN

It's healthy to be active on windy, rainy or snowy days especially if you have the added protection and comfort of a Bantam jacket ● Made of a long wearing porous fabric (found only in Bantam), with all the wind and shower-proof efficiency of material many times its weight. ● No bind, no tug, a "tested" style for every active sport. Can be washed or dry cleaned ● Illustrated is Poncho ...Reversible Jacket in a tan and green or tan and brown combination ...priced at \$7.95... others from \$4.00.

For style folder and nearest dealer write to Dept. 2, BRIAR CLUB, 1107 Broadway, New York, N. Y.

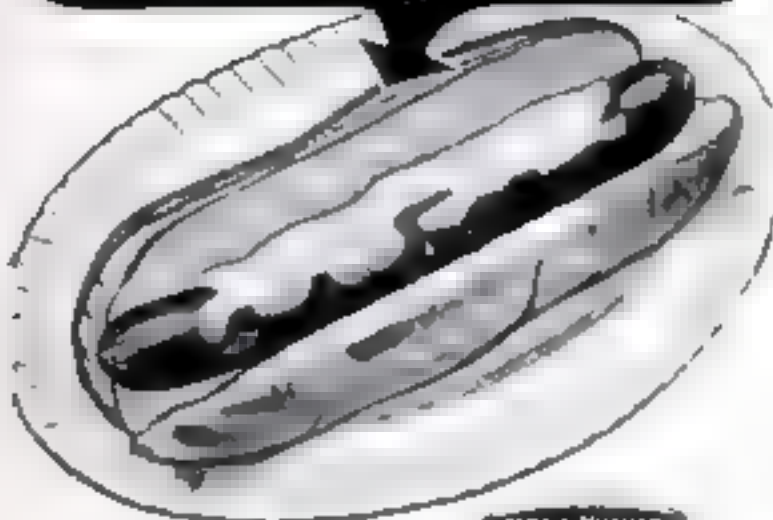
NO ODOR • NO STIFFNESS



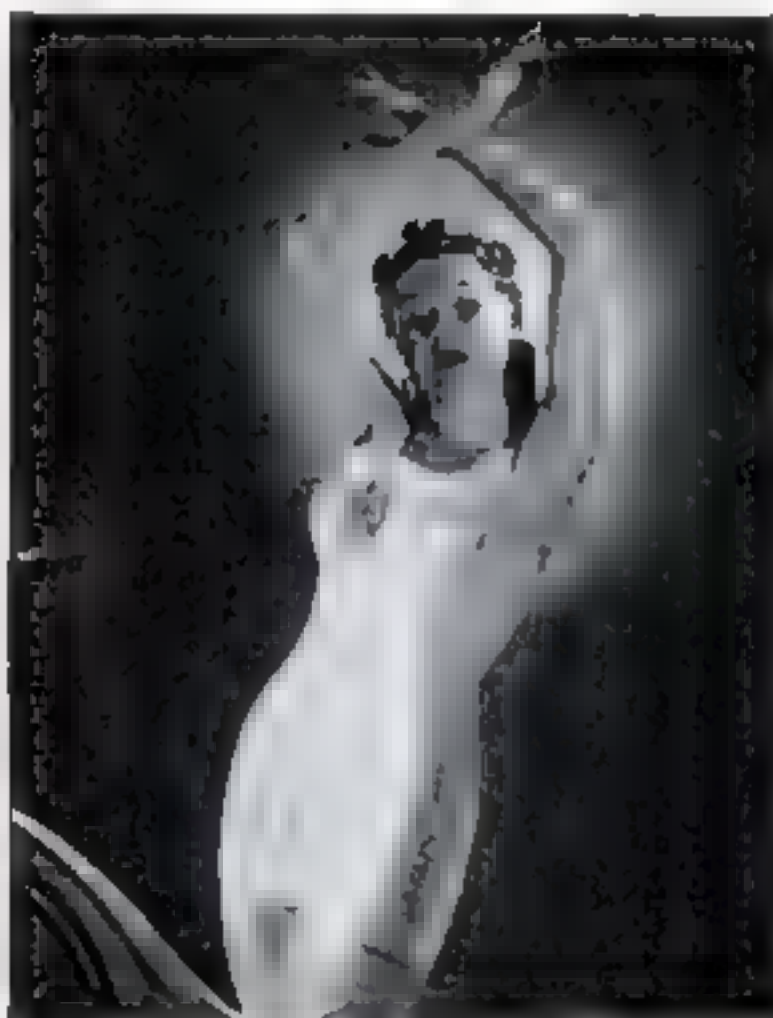
# BEST FOODS MUSTARD WITH HORSERADISH



Gives extra UMPH  
to the flavor of  
Frankfurters!



In fact, serve Best  
Foods Mustard-with-  
Horseradish when  
ever you need to use  
ord nary mustard.  
See what new zip it  
gives to food! So in-  
expensive, too! At  
all good grocers  
everywhere.



**Everything's Under Control** in the new  
wear-tested Fruit of the Loom founda-  
tions . . . created by Milady . . . pre-  
tested in action by women just like you.  
Illustrated is Milady's new "Ladyform"  
hoasting unique figure-forming features  
that wed the new saucy slender silhou-  
ette to your very own needs. Pre-shrunk  
Fruit of the Loom fabrics, close atten-  
tion to fine detail give you a new fluidity  
of control that's ultra-comfy. In your  
size, your style—"Ladyform" \$3; other  
Milady Foundations \$2 to \$3.50.



Free! Forget figure prob-  
lems—write for helpful  
brochure "Everything's  
Under Control."

MILADY BRASSIERE & CURSEY CO., Inc.  
20 East 32nd Street New York City

## LETTERS TO THE EDITORS (continued)

Kingdom when it was taken up by the  
national press. Hitler trying to blitz-  
krieg Britain had little on it when Big  
Business tried to buy out the ancient  
liberties of a small Berkshire village.

Spedan Lewis met the villagers of  
Cookham at a stormy Meeting of Pro-  
test in the Village Hall. He tucked his  
thumbs in his lapels and announced: "I  
—am a very rich man. . . ." In the bed-  
lam that ensued the battle of Ancient  
Rights was won. Odney Common is  
still public land. We will treasure  
LIFE's pictures as long as we remember  
the 15 years of our life spent in the  
quiet Berkshire countryside of peace-  
ful, pre-war Britain.

SYBIL DENNIS

Hamilton, Canada

### Youth's Patriotism

Sirs

Thanks to the President, Dorothy  
Thompson, LIFE and others, about  
15,000,000 American youths like my-  
self are on the spot.

The Administration may talk about  
the possibility of America's entering  
the war, but unless they are kidding  
themselves they know that prepara-  
tions for even the possibility of war call  
for at least some degree of interest, if  
not real enthusiasm, on the part of the  
youth who will help fight the war.

Dorothy Thompson has charged that  
we are soft, that we have expected too  
much on a silver platter, no longer have  
the willingness or the guts to work up  
from the bottom as did our fathers.  
Some say the loudest-mouthed of us  
are Red. And Congress has felt it  
necessary to consider compulsory train-  
ing the only way out of the defense  
crisis. I suppose we should all be either  
ashamed or a little insulted at that line-  
up. I, for one, am ashamed and think  
we have deserved it all.

If we lack enthusiasm or a passionate  
devotion to any cause but our own, it  
isn't intentional or because we are self-  
ish to the point of being unpatriotic.  
But as we have grown up we have seen  
America and the world if not at their  
worst at least at their most confusing.  
Versailles, 1929, prohibition, Town-  
send, Hague, CIO, strikes, Supreme  
Court, New Deal, Hitler, appeasement,  
Chicago Convention.

Some of us have acted pretty cynical  
because of all this, but actually youth  
is not pacifist. We want peace but not  
at any price. We are just beginning to  
realize how precious and vulnerable is  
our democracy—that it is not something  
conferred upon the American people for  
all time by our founding fathers.

When school starts this fall the na-  
tion will find many more of us in the  
R. O. T. C. and in civilian pilot-training  
schools learning what we can do in the  
event we are needed. We will be there  
not because our parents told us we  
should be there. We'll do it for vin-  
dication, for atonement and because we  
see the spot we've been put on by vi-  
sionary educators and politicians and  
are decent enough to get ourselves off  
as best we can.

JOHN MAR DILLE

Fort Morgan, Colo.

### Apologies to Elsie Janis

Sirs

In the Letters to the Editors column  
of your Aug. 12 issue you have an  
Editors' comment saying that in 1918  
Elsie Janis wore a pair of "skin-tight  
pants made out of an American flag."  
I was in Paris in 1918 and can assure you  
that Miss Janis had too great a respect  
for the emblem of her country to do  
anything of the sort.

GEORGE ROBERTSON

St. Louis, Mo.

● All apologies to Elsie Janis and a  
severe reprimand to LIFE's Editors for  
the blunder. Actually this error  
was caught while the Aug. 12 issue  
was being printed. Plates were broken  
and the last half of the issue was  
printed without the comment.—ED.

# Mind your P's and Q's!



## Get PEQUOT

and you get

### 1. Wear

At 48 threads—guar-  
anteed? Yes! . . . a guarantee that  
every Pequot Sheet surpasses U.S.  
Government standards for  
eight thread count, breaking  
strength. So then, no need to  
just "hope" your new sheets will  
wear. Mind your P's and Q's . . .  
get the satisfaction of certain  
PEQUOT quality.



### 2. Luxury

"How delightfully  
smooth!" Sense the crisp smooth-  
ness of Pequot. The richness.  
This is the soft strength for which  
Pequot is famous. So mind  
your P's and Q's . . . get sheets  
that spread smoothly—do not  
wrinkle easily—look immaculate-  
ly trim—invite restful sleep.



### 3. Convenience

"What a slick ideal!"  
That little project bag ably  
tells you the sheet size at a glance.  
No fumbling through piles of  
sheets on your linen shelves, to  
find the right size. Note the Pe-  
quot selvage, too. It's different—  
a double tape selvage, for extra  
strength and extra wear.



### 4. Value

"Why shouldn't ev-  
eryone enjoy Pequot, at this  
price?" Yes, Pequot prices are  
moderate. But wait! The price  
you pay is only half the story.  
Several years from now, you'll  
begin to fully appreciate Pequot  
wear. So—for value—mind your  
P's and Q's! Buy Pequot.





# *SPEAKING OF PICTURES . . .*

## *. . . THIS IS A NIGHT BASEBALL CROWD*

In the remarkable picture below taken by Andreas Feininger, 53,997 people, mostly men, are watching a baseball game. It is night. In preference to playing pinochle or taking their wives to a movie after a day's work in the big city they have battled their way into the overcrowded Polo Grounds, now sit in entranced happiness watching the Brooklyn Dodgers beat the New York Giants 8-4. This picture, which looks like a religious ceremony with thousands of fans paying reverence to their national game, is actually an important document recording one of the things by which the American people were entertained during the solemn summer of 1940.

But from the point of view of big business the picture is important too. It proves that night baseball, started in the minors to help poor clubs out of bankruptcy, has at last hit the big time. It proves that if 54,000 people will pay from 50c to \$2.20 to watch a game, night baseball will make more money than any club owner five years ago would have dared dream.

It was natural that Brooklyn's Dodgers should have been among the entertainers at this game. For it was their boss, redheaded Leland Stanford MacPhail, who in 1935 in Cincinnati staged the first major-league night game. Hired to put the staggering Reds, who were playing to almost empty stands,

back on their feet, MacPhail installed lights, hired a band and circus acts, staged a show. The players didn't like it but the fans most emphatically did. Soon the Reds were making money, building up a team that last year won the National League championship.

MacPhail came to Brooklyn in 1938, bringing night baseball with him. Immediately thousands of fans began to pour into the near-vacant Ebbets Field bleachers. Club owners gradually woke up and last year, after four other teams had installed lights, night games began to average 24,000 customers a game. This year for the first time in history every major-league team is playing some of its games under lights.



BIG CROWD TURNED OUT FOR "MEL OTT" NIGHT AUG. 7 AT THE POLO GROUNDS. 336 LAMPS OF 1,500-WATT CAPACITY, GENERATING 201,000,000 CANDLEPOWER, MAKE THIS THE





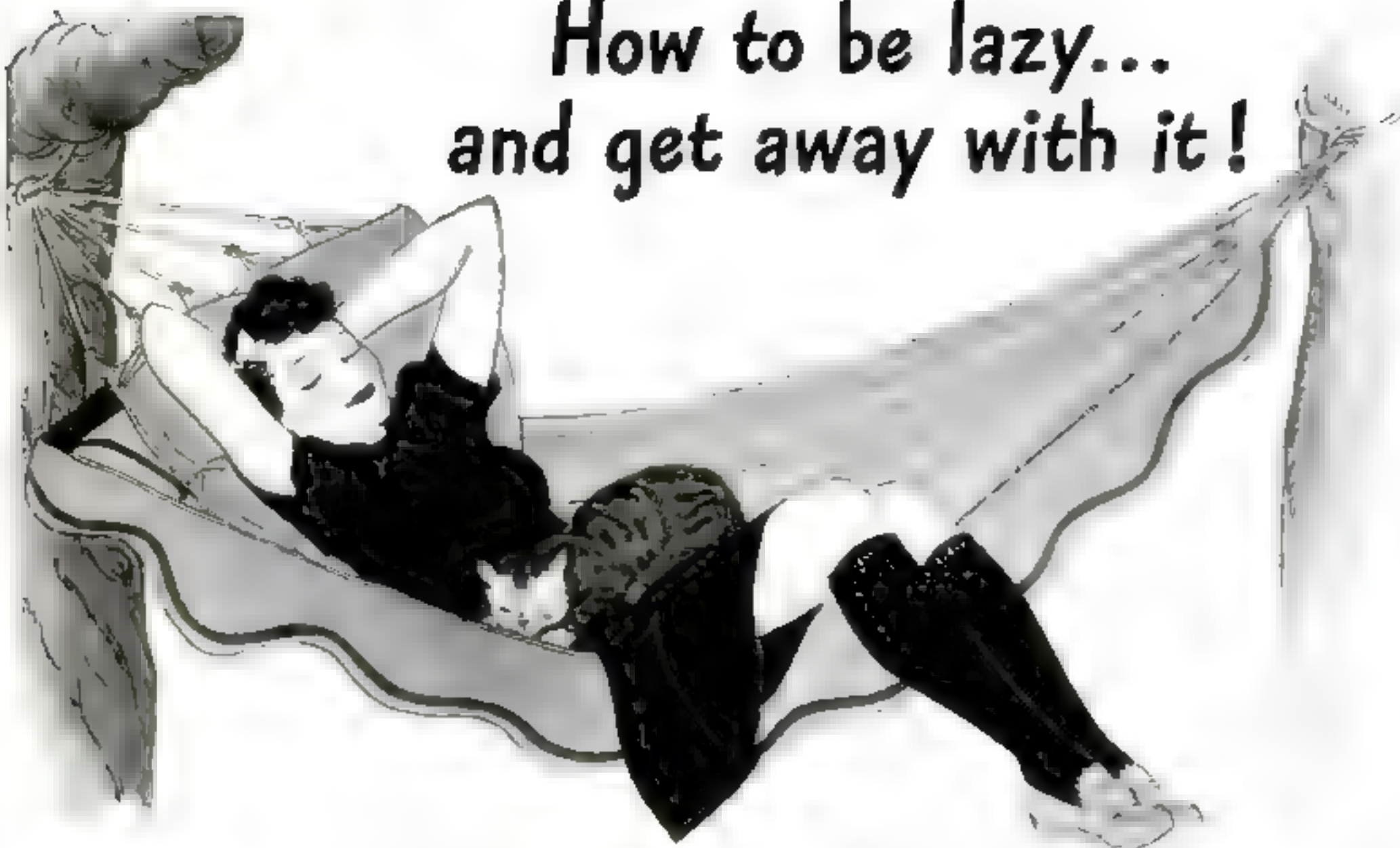
NIGHT BASEBALL STARTED IN MINOR-LEAGUE PARKS LIKE THIS ONE AT WENATCHEE, WASH. THE LIGHTS ARE WEAK, GLARING. MINORS PLAY 7 OUT OF 16 GAMES AT NIGHT



WORLD'S MOST POWERFUL LIGHTING SYSTEM. IT COULD LIGHT 4,000 HOMES OR MAKE BROADWAY'S 13-MI. LENGTH FIVE TIMES AS BRIGHT AS TIMES SQUARE ON NEW YEAR'S EVE

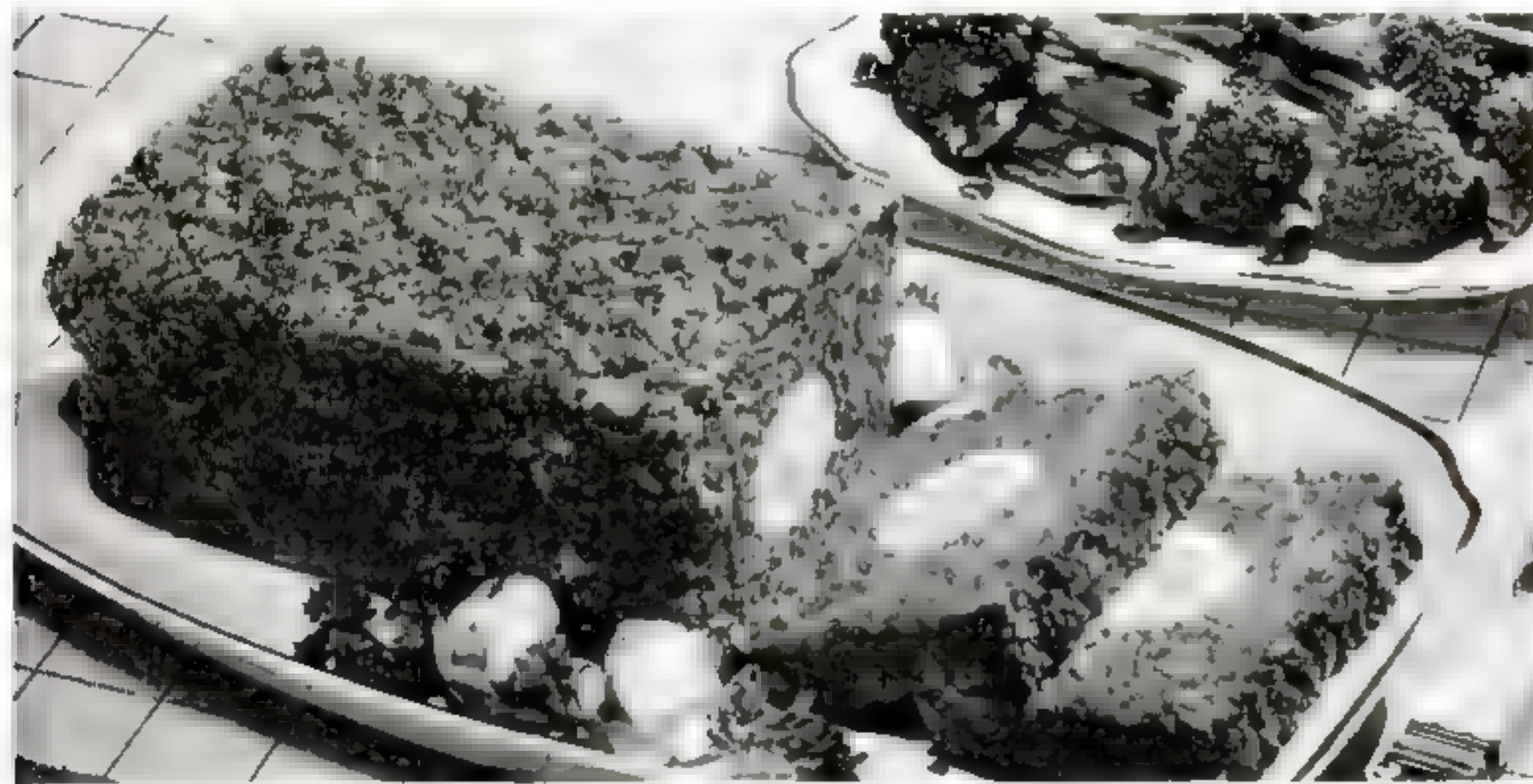


# How to be lazy... and get away with it!



**1. Sometimes it pays to be lazy.** For example, take me. Here it is 5.30. Me . . . loiling in a hammock. You . . . stewing in a kitchen. Yet at 6 o'clock I'll have my dinner sitting as pretty as you please on the table. And I'll bet

you a \$25 French hat it will look fresher and taste fresher than yours . . . without costing me a penny more. Want to know the secret?



**3. First, there's the Birds Eye Chopped Steak.** Fresh, tender steak—not old left-overs. Not too fat, nor too lean. And chopped, not ground. Chopping keeps flavor in. Grinding squeezes it out. Birds Eye comes wrapped in Cellophane. Everybody and his brother doesn't handle it.

**4. Then, there's the already-washed-and-trimmed Birds Eye Broccoli.** I opened the box—and bingo—the Broccoli was ready to cook. It was so farm-fresh it cooked in only 7 minutes. You see, Birds Eye seals in the freshness by quick-freezing only 4 hours after picking.



**2. I'm a Birds Eye girl.** It started the day I found that Birds Eye Quick-Frozen Foods come fuss-free, work-free, waste-free. Everything already scrubbed clean for you. Nothing to wash. Nothing to cut. No "vegetable hands." Get it? Tonight I'm serving a Birds Eye dinner that took me only 15 minutes to fix. Here it is . . .



**5. And lastly, those glorious gorgeous Birds Eye Strawberries.** Berries that come from some heavenly strawberry land. Luscious . . . ruby-red beauties . . . with the heavenly freshness sealed in by Quick-Freezing. All served . . . sliced . . . ready to serve!



**6. Now, I know all this sounds too extravagant for average folks like us.** But you'll be surprised when you find that Birds Eye costs no more than other good foods. Remember, you pay for no waste. You throw nothing away. Buy them regularly. Keep records. And see if in 30 days Birds Eye not only gives you the grandest eating foods, but saves you money, too!



**7. Where can you buy these wonderful foods?**

. . . You may not always find a Birds Eye dealer right around the corner. For all stores do not yet have these marvelous foods. But it will be worth your while to look for one. Finding it can bring you the food thrill of your life. Remember, Birds Eye represents only the top quality in Quick-Frozen Foods. Confuse them with no others. Be sure to look for the Birds Eye in the window, and the Birds Eye on the package.



Here are a few of these glorious foods:

Lobster Meat from Maine	Pink Tender Rhubarb
Tender Small Scallops	Nectarines—ripe red beauties!
Perfect Oregon Brussels Sprouts	Clean fresh Haddock Fillets
Peas and Carrots	Sweet Juicy Strawberries
Asparagus—all green spears	Broilers—dressed and drawn

And there are more than 50 others in the Birds Eye line. Get a box today!

**FARM-FRESH FOODS—IN PACKAGES**

For more information, write Frosted Foods Sales Corp., 250 Park Avenue, New York, N. Y.

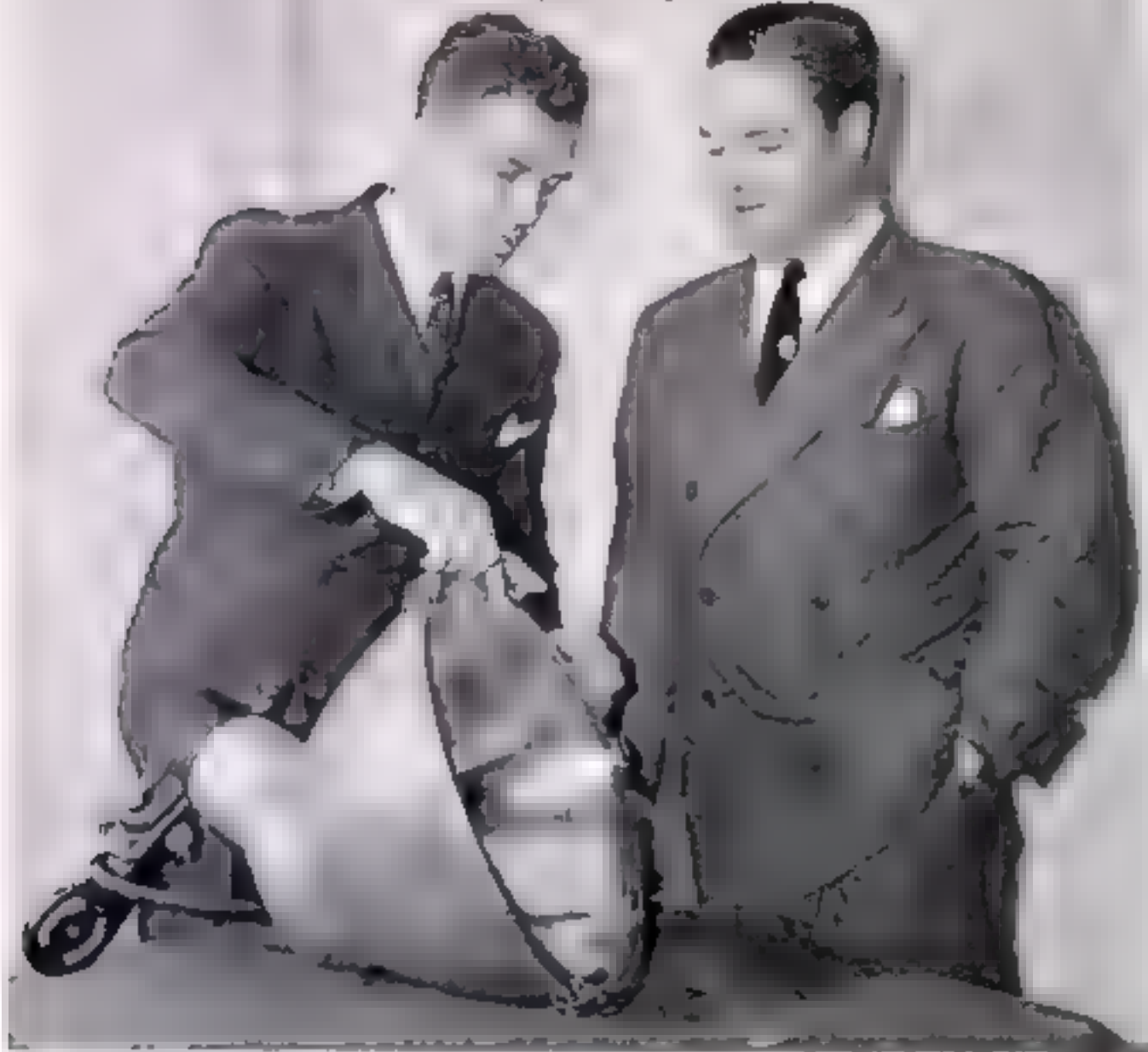
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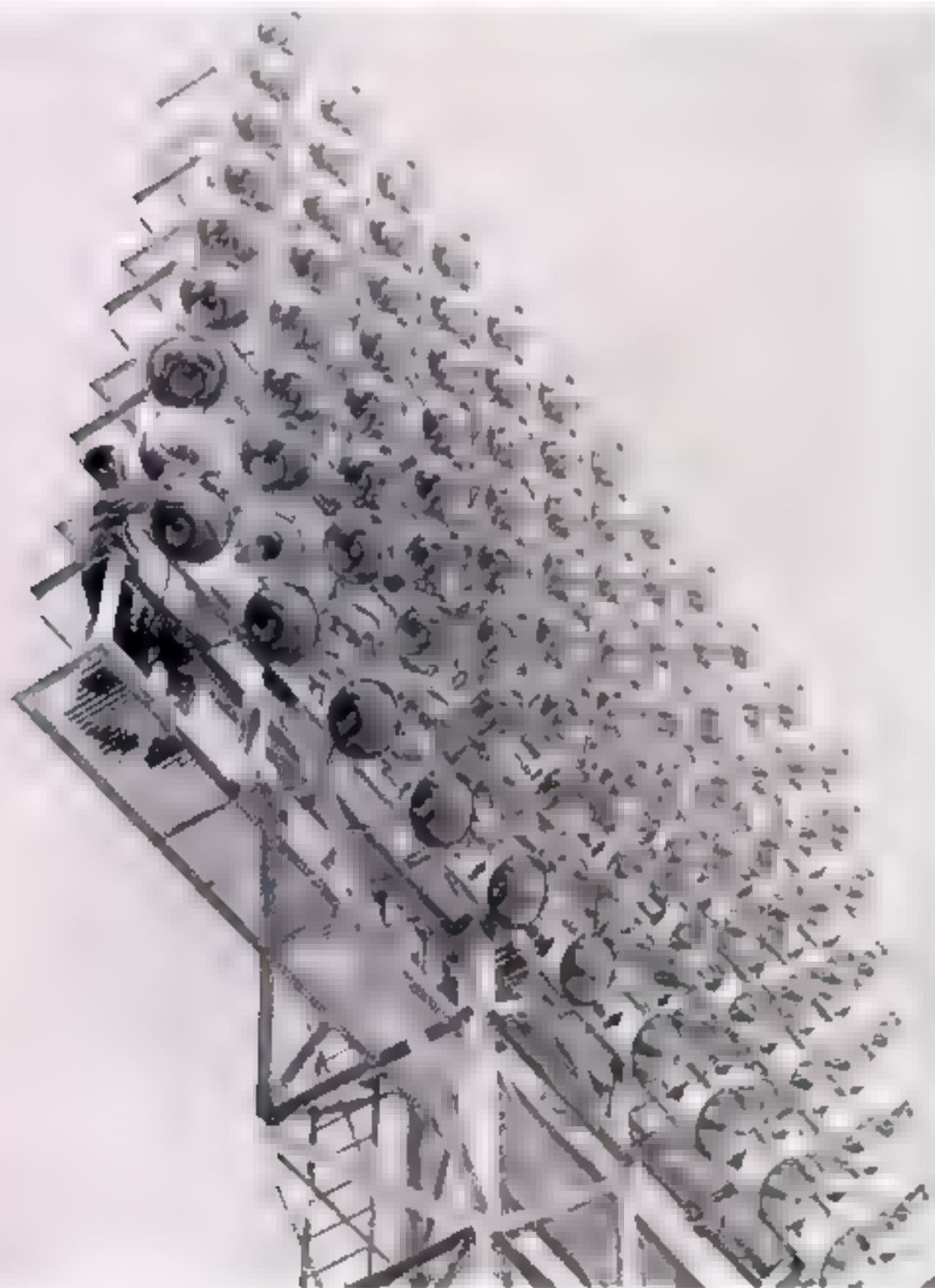


## SPEAKING OF PICTURES

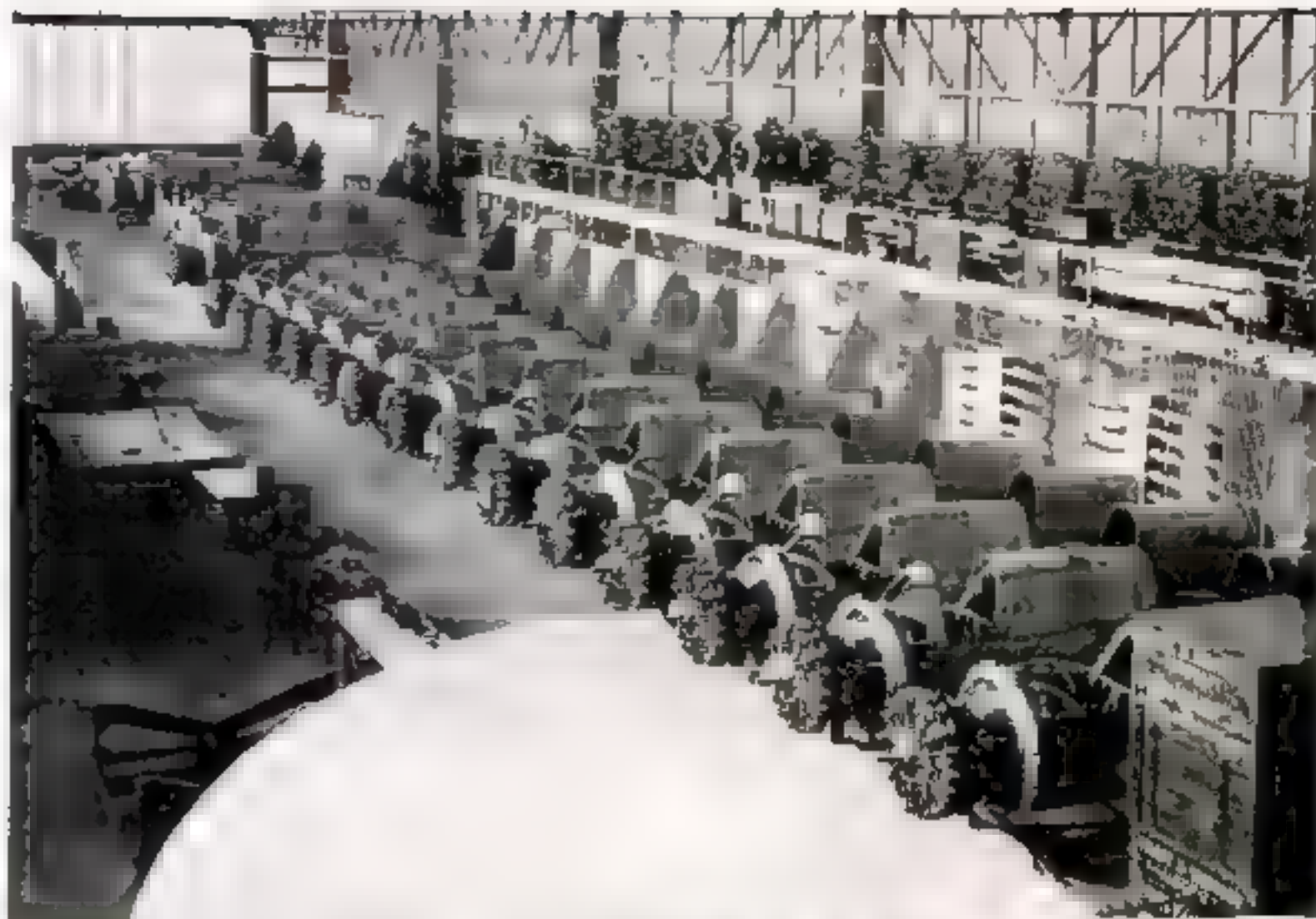
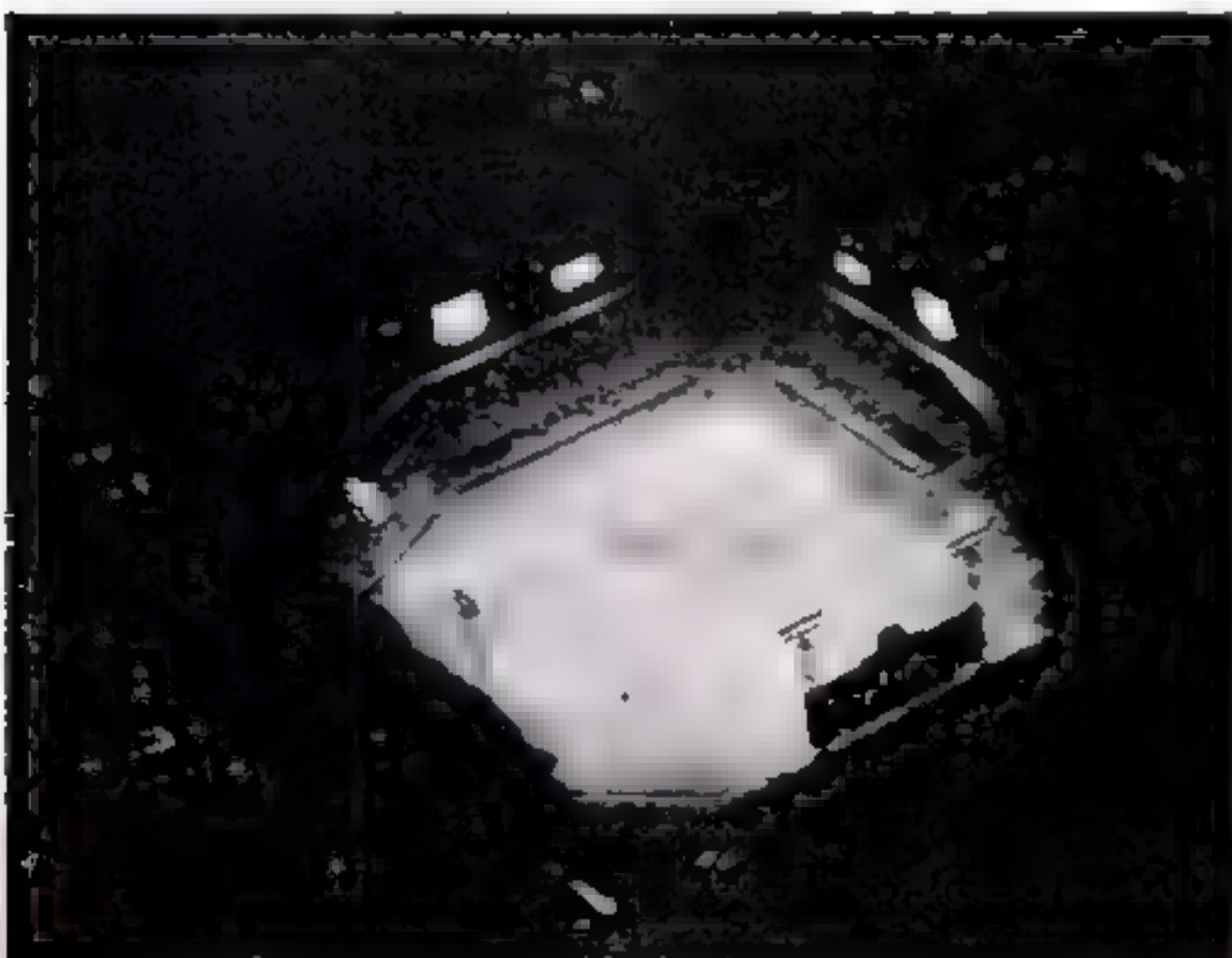
(continued)



One of the 836 big lamps installed in the Polo Grounds is demonstrated by Engineer Harry Hayes of Westinghouse Electric to Horace C. Stoneman, president of the New York Giants. Lights are so designed and mounted that no player casts a shadow.



A bank of 108 lamps peers down from a huge tower in Chicago's Comiskey Park. These towers sometimes stretch 100 ft. over upper grandstand. Below: a night game at Sportsman's Park, St. Louis, between Browns and Athletics, as seen from plane.



## For the Flying Fleet

In the development of an efficient air arm, the United States Navy has long been the envy of the world. And now, with the new program for a "two-ocean" Navy already under way, the United States will be assured of the mightiest air armada that ever sailed the seas.

For twenty-three years, Vought-Sikorsky airplanes have served the Navy. Today, with a recently-enlarged plant working at top speed, this long experience is bearing fruit in the production of still finer Vought-Sikorsky types for service with the Flying Fleet.

**UNITED AIRCRAFT  
CORPORATION**  
East Hartford, Connecticut

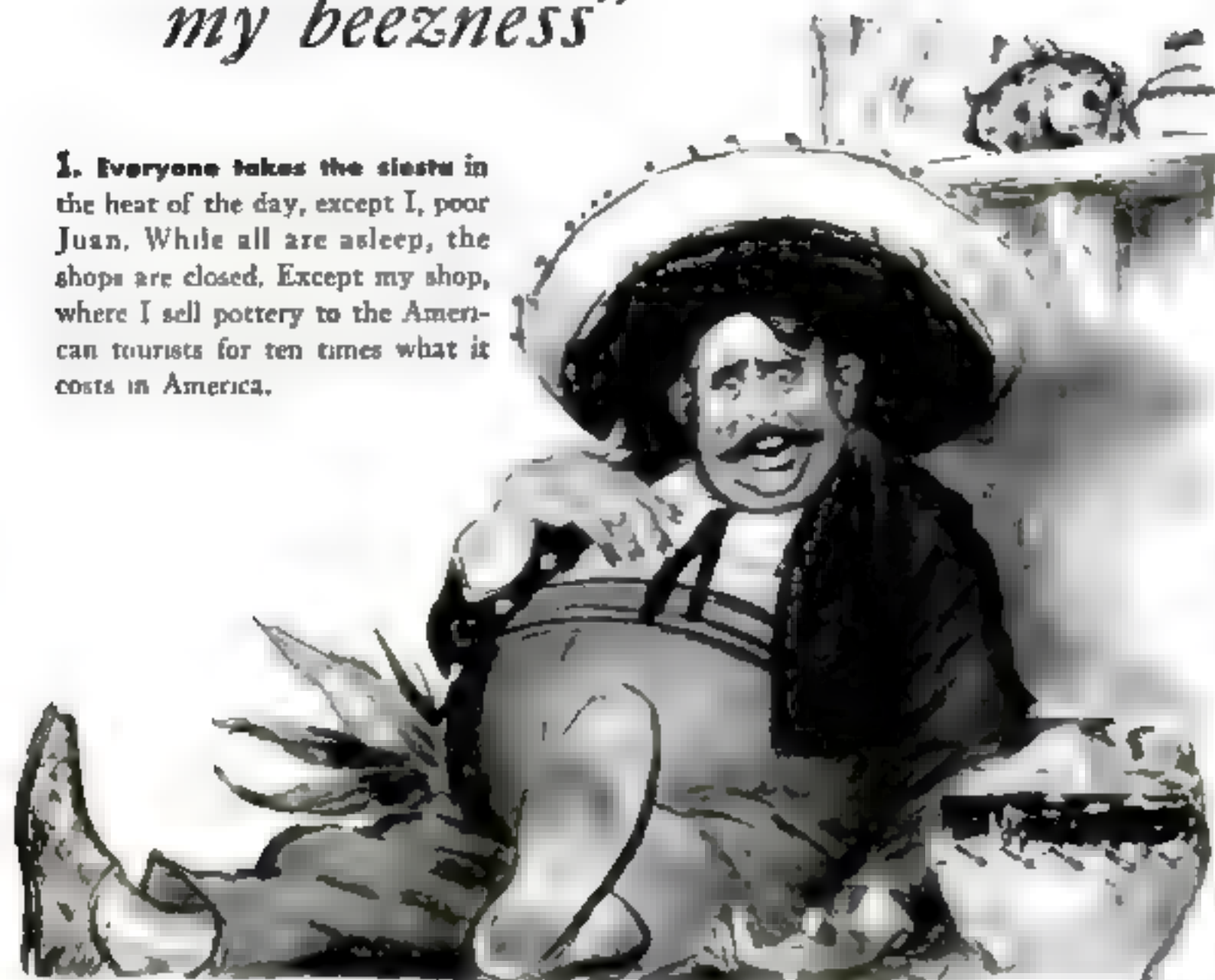


HAMILTON STANDARD  
PROPELLERS



## "How a kind word ruin my beezness"

1. Everyone takes the siesta in the heat of the day, except I, poor Juan. While all are asleep, the shops are closed. Except my shop, where I sell pottery to the American tourists for ten times what it costs in America.



Copyright, 1940, General Foods Corp.



2. An American senorita comes one afternoon to buy the pottery. "How is it that you do not take the siesta?" she asked, speaking that strange language which I have heard called Highschool Spanish. "Ah, senorita," I sighed, "I cannot sleep!"



3. "It is the coffee!" I explained. "I love the coffee I cannot resist it. But when I drink it with the lunch, then all afternoon I am wide awake!" She nodded. "It is good business to be open when other shops are closed!"



4. "I would give all the beezness for a good siesta!" I cried. "Then you should drink Sanka Coffee," she said. "It's 97% caffeine-free, and can't keep you awake!" "It is an American trick!" I scoffed. "How can it be good coffee?"



5. "It's wonderful! A blend of finest Central and South American coffees!" she replied. "And the Council on Foods of the American Medical Association says 'Sanka Coffee is free from caffeine effect, and can be used when other coffee has been forbidden!'"



6. So in gratitude I charge her only five times what the pottery is worth. Later, I try Sanka Coffee. Delicious. And I sleep each day during the afternoon. My pottery beezness, he is ruin but ah, amigo... how I enjoy the siesta!



### SANKA COFFEE

REAL COFFEE—97% CAFFEIN-FREE

Makes delicious iced coffee

Use Sanka Coffee when you make iced coffee this summer. It's delightfully cooling and refreshing...and it lets you sleep!

## FROM LIFE'S CORRESPONDENTS

### Night Raid Over England

[The British anti-aircraft gunner whose firsthand account of a Nazi raid appears below worked for a trolley-car company before the war. Now he is senior non-commissioned officer of an anti-aircraft battery stationed near Bristol Channel. Although the raid described here occurred before the aerial blitzkrieg on England began, this gun site has for months been one of England's most active. —ED.]

London  
It was 11 p. m., the sky was low and dirty and the night was as black as the Earl of Hell's riding boots. It was not a night for any Jerry aircraft to be about. I strolled to my bunk looking forward to the first real night's sleep in more than a week. You know Jerry has kept us so busy that sometimes for days we don't get a chance to take our clothes off. At best we manage to snatch a few minutes for a shower. Even then, sometimes, an alarm goes and the men, mother-naked except for their battle-bowlers, rush 100 yd. to their guns.

I had just got one gun hot off when the "Stand by" buzzer went. In an instant I had it back on and was racing to the fighting map in the command hut. Here the G. P. O. (gun position officer) was already tracking the changing position of the approaching enemy on the map. This map is divided into action grids and by means of a signal system we know almost second by second the enemy's exact location.

I stood there over the lamp-lit map watching the G. P. O.'s pencil creeping over it in time with the code mutterings from the telephonist. Sometimes the pencil track wiggles, goes back on itself or goes right off the map. This time it came straight toward us. When it touched the edge of the grid enclos-



### TROOP SERGEANT MAJOR BAKER

ing our area the G. P. O. pressed the button that set off the alarm in all the men's huts around the gun site.

Outside I joined the men rushing toward the guns. As I got to the first gun pit the four S.7's were already nosing toward where the searchlights were groping among the clouds. First a few lights and then more, all aimed over the dark estuary and port over which our guns stood guard. The G. P. O. was now in position in his little sandbagged enclosure. Next to him was his cocker spaniel Gus who always follows him out to the gun pits when a shoot is on. That is, until the

(continued on p. 38)

For 83 years the symbol of inspired style authority

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*Futureama*  
\$5

Young men the country over are finding in Dunlap Hats that special quality of styling that differentiates smartness from staidness. This season well dressed men are choosing hats with the famous Dunlap label.

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Dunlap Dealer's in your city

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**LIFE'S COVER.** The Dionne Quintuplets are no longer babies but grown-up little girls. On Aug. 15, in accord with their French-Canadian Roman Catholic upbringing, they made their First Communion. The sacrament was administered and Mass was said in their nursery dining room by His Excellency Charles Leo Nelligan, Bishop of Pembroke, the Quins' diocese. The Quins' prayer books were his First Communion present to them. For LIFE Photographer Hansel Mieth's complete picture report on the Quins' progress at this milestone in their lives, see pages 72-79.

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## Clever, These Americans!



**1. HIS LORDSHIP:** Dash it all, Higgins, you didn't pack my cathartics! The trip will be ruined. I've half a mind to give you the sack.



**2. HIS LORDSHIP:** Blast it, we'll have to cable. The dashed Americans simply don't stock our good old British pills!

**HIGGINS:** The Americans have something a bit superior, m'lud. A topping ready-to-eat breakfast food called KELLOGG'S ALL-BRAN. They say as how it's crisp and crunchy, and keeps many people "regular" as reveille.



**3. HIS LORDSHIP:** (next morning) Oh, I say, Higgins, this is good! How does it work and all that?

**HIGGINS:** You see, m'lud, it adds to your diet a bit of a special kind of food called "bulk." It's the lack of this "bulk" that so often causes constipation. Just eat ALL-BRAN regularly, and drink plenty of water!



**4. HIS LORDSHIP:** (sometime later) What a country, Higgins, what a country! They even use a delicious food instead of medicine

**HIGGINS:** ALL-BRAN certainly made a change in you, m'lud.

## Join the "Regulars" with KELLOGG'S ALL-BRAN

MADE BY KELLOGG & IN BATTLE CREEK

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## "HURRY UP, DAD—MAKE YOURSELF SCARCE!"

**ANNE:** The boys will be here in a minute, and I'd *die* if they ever saw you in that funny shirt!

**JEAN:** Honestly, it's so shrunk-up it makes you look positively pop-eyed!

**DAD:** Now listen, girls—

**ANNE:** Why don't you get your shirts pre-shrunk?

**JEAN:** No, Anne—you can't depend on *that* kind. You have to get shirts that say *Sanforized-Shrunk*.

**DAD:** Just a minute, now—

**JEAN:** What was I reading yesterday about Sanforizing? Takes all the shrinkage out of a fabric down to 1%, or less, by standard tests. They say a *Sanforized-Shrunk* shirt never shrinks out of size!

**DAD:** Girls, will you hush—

**ANNE:** Why don't you pay a little more, Dad, and get some-

thing that looks decent?

**JEAN:** Funny thing is, you don't *have* to pay more! You can get Sanforized shirts all over town now—all prices, any style you like. Dad's just old-fashioned.

**DAD:** (Desperately) QUIET BOTH OF YOU! Who's responsible for these gosh-awful shirts I wear? Answer me that!

**GIRLS:** Why, Daddy!

**DAD:** Every birthday and Christmas, you girls and your mother keep loading me up with these shrinking shirts that aren't Sanforized!

**ANNE:** But we didn't know about Sanforizing then!

**DAD:** Well, I did—but nobody ever listened to me. Now—either you girls get me some decent Sanforized-Shrunk shirts tomorrow—or I'm going to sit here in *no* shirt next time your company comes!



"SO THE GIRLS  
KICKED YOU OUT, EH?"



**MOTHER:** You might just as well get comfortable and read in bed.

**FATHER:** Dang it all. I'm *never* comfortable! How can I be, with such strangely shirts, misget-sized shorts, and shrunk-up pajamas.



**FATHER:** Hey, what's happened! These feel wonderful!

**MOTHER:** Everything's wonderful! I discovered I could buy Sanforized-Shrunk shirts and shorts and pajamas for you at the same price I've been paying. Now they'll all fit!



**MOTHER:** I found this out, too! Sanforizing will end shrinking troubles in women's wash dresses, children's clothes, uniforms, slacks and work clothes, even slip covers and drapery material. Just look for the label and you're safe!

FOR PERMANENT FIT... LOOK FOR THE WORDS... **SANFORIZED-SHRUNK**





DYING OF A DEEP BRAIN WOUND MADE BY ASSASSIN'S ALPENSTOCK, LEON TROTSKY LIES WITH RUBBER OXYGEN TUBE IN HIS NOSE IN MEXICO CITY'S GREEN CROSS HOSPITAL

## BLOODY MURDER IN MEXICO ENDS GREAT REVOLUTIONARY CAREER OF LEON TROTSKY

**A**n old Russian, his wife and little grandson lived until last week in a lonely walled fortress on the fields outside Mexico City. Mexican police in a guardhouse outside waited for something terrible to happen. Heavily armed young Americans patrolled the inside walls. The stream of visitors speaking Russian, English, French, Spanish and Yiddish, was thoroughly searched for weapons. The center of all this was the oddest, most restless, ablest and biggest (3½-lb.) brain ever seen in Mexico—that of Leon Trotsky, co-founder of Soviet Russia, War Commissar and once savior of U. S. S. R. from its enemies. Of his 61 years, he had spent only 13 in his native Russia. All the rest he had spent in exile, twice by the order of the Czar and since 1928 by order of Josef Stalin. The world was crowded with people who hated him violently but his most determined and powerful enemy was undoubtedly Josef Stalin.

Three months ago something terrible almost happened. A familiar of the house came up near dawn

to the guard—was admitted. Suddenly a score of men grabbed the guard, an American named Harte. There was a rush and a hail of machine gun bullets swept Trotsky's bedroom. When the shouting died, the guard had disappeared. His corpse was later discovered buried. "The attack will be repeated," predicted Trotsky who always anticipated the worst.

At 5:30 on the afternoon of Aug. 20 a middle-aged man named Frank Jackson, a supposed Canadian with rich friends who for six months had been giving Trotsky money, met the great Russian revolutionary in the patio near the chicken yard. He said that he wanted Trotsky's advice on an article he had written. Trotsky took him into the dining room where Jackson asked Mrs. Trotsky for a glass of water. Trotsky and Jackson then went alone into the study, Jackson walking heavily under the weight of a revolver, a long ornate knife and a short-handled mountain-climbing pickax.

When Trotsky turned his back, Jackson swung the

alpenstock into the back of his host's skull, thinking to kill him without any sound. The ax point crunched into Trotsky's brain. But he did not drop dead. Instead he staggered about and grappled, broke free and stumbled, yelling, toward the door. A sheet of blood slipped down his bewhiskered face.

Trotsky lay down on the floor. Guards snatched the revolver from Jackson and started to beat him. Mrs. Trotsky screamed, "Let him live! Let him live!" In this last peril of a desperate life Mrs. Trotsky kept her head as thoroughly as her husband.

The gigantic energy of Trotsky fought off his mortal wound for 26 hours in a Mexico City hospital (*see above*). Then he died. Jackson revealed himself variously as a Canadian, American, Belgian, Yugoslav. His most-used name was Jacques Mornard van den Dreschd, his chief address Paris, his chief girl Sylvia Ageloff of Brooklyn, N. Y. But the finger of the world's accusation pointed through him, back 5,000 miles and twelve years to Josef Stalin in Moscow.





**Trotsky's house** in the suburb of Coyoacán outside Mexico City sits alone in swampy fields. Guardhouse stands at corner. Entrance is on other side of walled building, near the study.



**Murder room** was the study. Murderer stood in foreground while Trotsky sat reading his manuscript at table. Fight knocked chair and dictaphone under table. Notice bloodstains.



**Murder of American** (see tablet on wall) "killed by Stalin" last May is still unsolved. The guard is Cornell, an American.



**Murder instrument**, alpenstock bought supposedly to climb Mt. Ixtachuatl, is held by Chief of Police General Nuñez.



**Alternative weapon**, unused but also hidden in assassin's overcoat which was slung over arm, was this fancy dagger.



**At last unconscious**, Trotsky is tended by (from left) Dr. Joaquim Maase, Chief Doctor Ruben Lenero, Nurse Charity Zapata, Police Chief Nuñez. Mrs. Natalia Trotsky never left the room.



**Assassin Jackson**, who had cried "They [perhaps Stalin Communists] have imprisoned my mother," also needed hospital treatment. Trail seemed to lead from Moscow via New York.



## MEXICO PLANS BURIAL FOR THE GREAT CONSPIRATOR WHOSE EXILE IS NOW OVER

**M**exican followers planned for Leon Trotsky a burial in Mexican earth. For his assassin there will be only 30 years' imprisonment, for Mexico has no capital punishment.

Lev Bronstein, no city Jew, was in fact a son of the earth. His quiet, generous, hard-working father was a prosperous Russian farmer who owned 250 acres, rented 400 more, did all the milling for the neighborhood not far from Odessa. The family had servants but they still lived in a mud house. Acacias and roses grew around it, as around the house in which he died. A born revolutionary, he was kicked out of school for leading a demonstration against his teacher, at 18 was imbibing the doctrines of Karl Marx. At 22 he was caught spreading propaganda among the millworkers of Odessa, was imprisoned and sent to Siberia for four years. Later in London and Paris he worked closely with Lenin. Rushing back to Russia to join the 1905 Revolution, he was caught again and this time exiled to Siberia for life. In six months he escaped, using the name of a prison guard named Trotsky. After that Lev Bronstein became Leon Trotsky. He wandered about Germany, France and Switzerland, always conspiring, always arguing. For his subsequent rise to power and fall to exile and death, turn the page.



**In happier days** Leon Trotsky talks to reporter and to Hilda and Ruth Ageloff (the latter Trotsky's former secretary), sisters of Sylvia Ageloff, American companion of the assassin.



**Mrs. Trotsky rests** after death watch. Her tearless, agonized control amazed demonstrative Mexicans. All she has left are grandson of Trotsky by another wife and \$4,000 house.



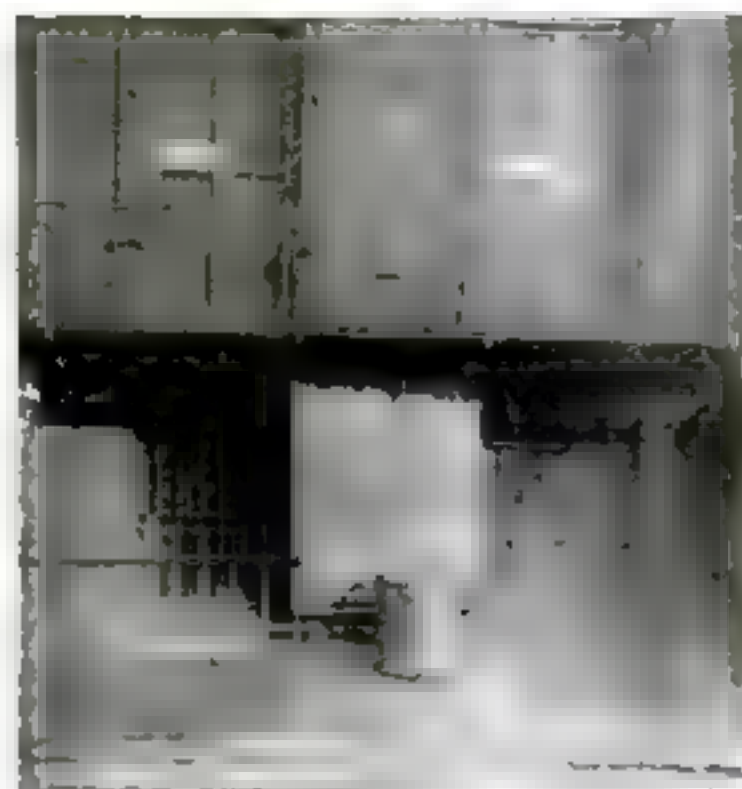
**The body of Trotsky lies in state** in undertaker's before the procession, speeches and scheduled burial in a Mexico City cemetery in the "most tranquil" sanctuary he had ever found.



# A PICTURE BIOGRAPHY OF THE RUSSIAN FARM BOY WHO RAN OFF A REVOLUTION,



**1** Trotsky, born Lev ("The Lion") Bronstein, used this picture in 1917 French passport.



**2** Office of New York Russian radical paper, *Novy Mir* ("New World"), where he wrote his editorials first two months of 1917.



**3** Back in Russia he rejoins Bolsheviks of Nikolai Lenin (right), plotting for power.



**4** Trotsky (arrow) assigned to the mean job of signing Brest Litovsk Treaty with Germany, winning peace for the Revolution. He balks at harsh German terms, is told by Lenin to sign. Peace did not last long.



**5** Simultaneous war with White Russians and Allied forces Trotsky to reorganize scattered Red Army of 1,500,000 men with iron Czarist discipline. Here in 1919 he speaks to Moscow mob in Red Square.



**6** The Czar's family, here sitting on a rooftop in Ekaterinburg, were the most famous victims of the Red Revolution run by Lenin and Trotsky.



**7** Trotsky sits in the middle of his war cabinet, which during Red Russia's bloody civil wars generally met in his famous armored railway train from which he commanded at one time 36 fronts.



**8** Only authentic picture of Stalin (right) and Trotsky together was taken just before Lenin's death in 1924. Trotsky did not conceal his contempt for slow, sly Stalin.



**9** Trotsky (arrow), still War Commissioner, reviews Red Army in 1924 from Lenin's wooden tomb. Decline begins soon.



**10** His exile begins in Grand Vizier's house near Constantinople in 1929. Suspicious fire destroyed it and Trotsky's manuscripts.



**11** He stops briefly at Naples, Italy, to see Roman ruins on his first parole from exile in Turkey.



**12** In France (1933-35), he lives at Fontainebleau. Daughter of first wife kills self.



**13** He comes down gangplank at Oslo, Norway, stays from 1935 to 1937. He has been refused sanctuary by England, Italy, Czechoslovakia, Spain, Austria, Netherlands and Eire.



**14** Crowd at Dunkerque outwit the French police to see Revolutionist Trotsky on way to deliver lectures in Denmark on the Russian Revolution.



**15** Expelled by Norway, he sails on Norwegian tanker for Mexico, here gets haircut.



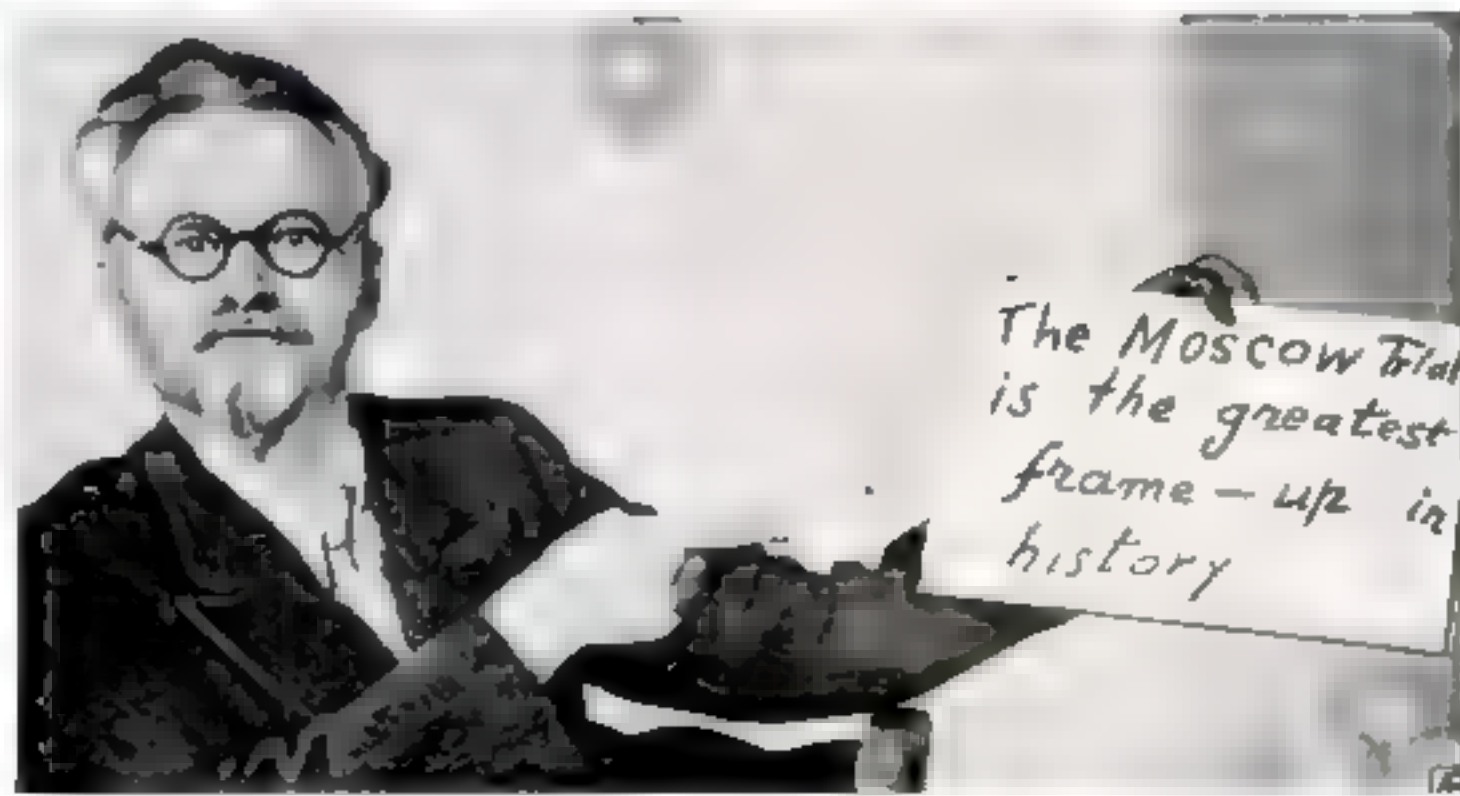
# ROSE TO ABSOLUTE POWER, FELL INTO LONG EXILE AND MET A VIOLENT DEATH



**16** Arrival in New World is first cheered by hospitable Señora Frida Rivera, wife of famed Communist Mexican painter.



**17** Happy days were first love feasts of Trotskys and Riveras (farther from camera) who lent their house to Trotsky. Later Rivera quit Trotsky.



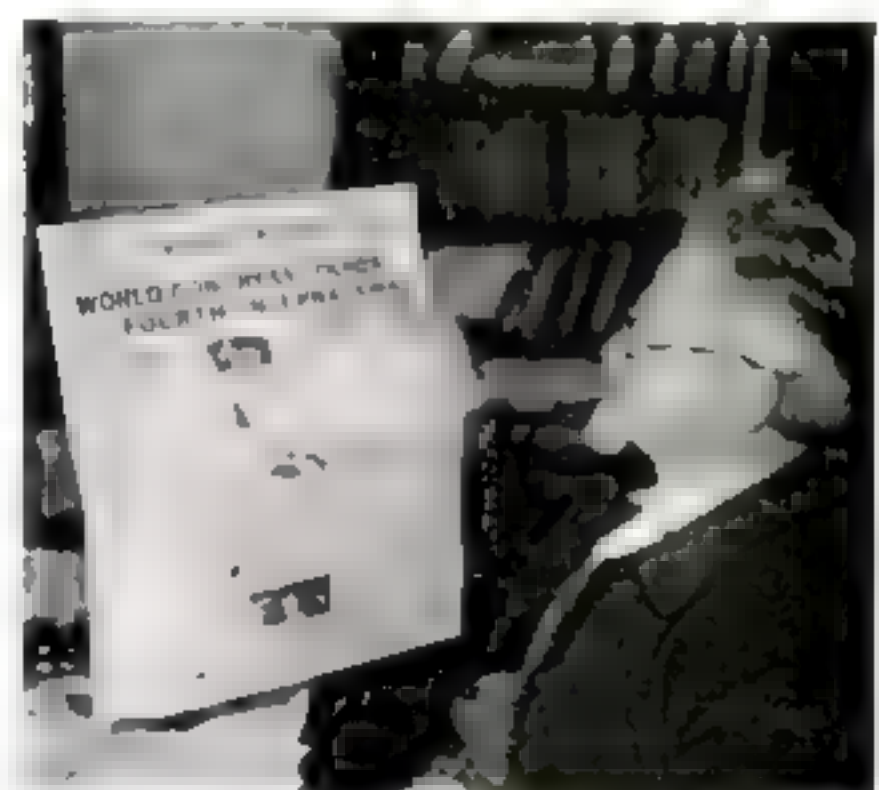
**18** Two great Moscow trials in 1936 and 1937 tried to smear Trotsky as a Red traitor and succeeded in killing swathes of his ex-friends. He insists on holding up to photographer placard (here much retouched) to plug his charge that Moscow "confessions" were forced.



**19** U. S. liberals headed by John Dewey go to Mexico in 1937 to try to disentangle the truth from mire of Moscow trials in a "trial" of Trotsky (arrow), find him "not guilty" of conspiring with U. S. S. R.'s enemies.



**20** Police booth was erected outside Rivera home near Mexico City to guard Trotsky against Stalin reprisals. Mexican Communists were chief danger.



**21** Trotsky officially founds his own Fourth International in September 1938 in competition with Stalin's potent Third and Socialists' feeble Second.



**22** His bedroom is spattered by 900 rounds of machine-gun bullets at dawn of May 24, 1940.



**23** He tells officials of Mexico City about it, correctly predicts that the next attempt upon his life will occur during the German blitzkrieg on England.



**24** Last Trotsky child to die was son Leon Sedov. Two others' deaths were all blamed on Stalin.



**25** Sole companion now of widowed Mrs. Trotsky is her husband's grandson, Sergei Sedov, the son of Suicide Daughter Zina by Trotsky's first wife.



**26** Trotsky reads LIFE to which in the Oct. 2 issue he contributed a life of Stalin, written with reasonable objectivity. His last interview predicted "North American militarism will be the most grandiose in all history. It will begin by inheriting the British Empire."



# LIFE ON THE NEWSFRONTS OF THE WORLD

## Churchill bids the tide of Anglo-American co-operation "roll on to better days"

If, in years to come, the U. S. and the British Empire come together in some form of partnership, last week may well stand out as a turning point in that historic process. The week was crucial both for what was done on both sides of the Atlantic and for what Winston Churchill said at the end of his speech in the House of Commons.



CHURCHILL

The speech was one of Orator Churchill's best. Jubilant over Britain's success in standing off the first mass onslaught of the German Air Force, he had boasted for the first time that Britain had finally stemmed the "catastrophe of disaster" and was heading for victory. He had appealed for U. S. destroyers ("a timely reinforcement to bridge the gap between the peace flotillas of 1939 and the war flotillas of 1941"). He had told the House that Britain was willing to give the U. S. 99-year leases on Western Hemisphere base sites. "Undoubtedly," said Mr. Churchill at the end of his speech, "this process means that these two great organizations of the English-speaking democracies, the British Empire and the United States, will have to be somewhat mixed up together in some of their affairs for mutual and general advantage. For my own part, looking out upon the future, I do not view the process with any misgivings. No one can stop it. Like the Mississippi, it just keeps rolling along. Let it roll. Let it roll on in full flood, inexorable, irresistible, to broader lands and better days."

This pregnant passage was no mere exercise in oratory by a Prime Minister of Britain whose mother was born in New York. Mr. Churchill's intimates knew that he had weighed these words as carefully and worked over them as hard as any words he had spoken in a long and eloquent career. They had concrete basis in the fast-moving events of the week. *Defense with Canada.* President Roosevelt came back from his conference with Canada's Prime Minister Mackenzie King to announce the creation of a permanent joint defense board. What this meant in the way of specific plans only Mr. Roosevelt knew, and he was not talking. Washington guessed that it might mean: 1) free use of U. S. and Canadian ports by warships of both countries; 2) right-of-way over Canadian soil for U. S. armed forces defending the hemisphere; 3) U. S. destroyers to patrol Canadian waters, thus releasing Canadian destroyers for Britain. Best guess of all was that the agreement will mean as much as Roosevelt thinks he can get away with in the face of isolationist opinion. Last week reaction to the agreement itself was almost wholly favorable. But many thoughtful citizens, in Congress and out, were alarmed at Mr. Roosevelt's continued and cavalier practice of a one-man foreign policy, extending in this case to making something that looked very much like a foreign treaty without the advice and consent of the U. S. Senate. The Senate, however, was too busy dawdling over the conscription bill to make a fuss. Meanwhile, Mr. Roosevelt appointed the U. S. half of the board, consisting of five experts and Mayor LaGuardia of New York.



LAGUARDIA

*Bases.* Given their choice of British possessions, the U. S. Army and Navy picked first the great sound of Bermuda as an air and possibly naval base. In return for British bases, some Congressmen proposed to cancel the British war debt, now standing at about \$5,650,000,000. While this idea appealed to isolationists as an easy way to repay Britain for favors granted, the fact is that the war debts are a dead issue and their cancellation, though gratifying to British financial sensibilities, would hardly be considered an adequate *quid pro quo*. What Britain wants, and has reason to expect in return for the base sites, is a fleet of U. S. destroyers—fast.

*Destroyers for Britain.* Though known to favor the plan for selling 50 destroyers to Britain, President Roosevelt had not yet spoken a public word in favor of it. The President clearly felt that he was already far enough ahead of public opinion, that support for sending destroyers should come from the people. Since LIFE first reported on this plan in its July 15 issue, General Pershing, Admiral Standley, many others have urged it. But apparently Mr. Roosevelt still felt no confidence that Congress would approve the plan in time to save England. Indications were that he was listening to a battery of legal experts who told him he could send the destroyers without consulting Congress, providing the Chief of Naval Operations approved. Some observers wondered where the destroyers were, but they were already in Canadian waters.

*Blitzkrieg Lull.* After the mass attacks of the week before, the German Air Force gave England a five-day lull, sending over only small groups of bombers to raid convoys and land targets. Over "Hell's Corner" on the southeast coast R. A. F. planes flew a continuous patrol, but most of the pilots lounged on the grass below, beside their Hurricanes and Spitfires. In coastal towns doctors had a run of patients with cricks in their necks from too much looking up.



BUCCLEUCH

The Empire got its worst jolt of the week when the little army in British Somaliland evacuated Berbera, the capital, and abandoned the middle east coast of Africa to the Italians. The British aristocracy got a jolt when it heard that the Duke of Buccleuch had been turned out of his post as Lord Steward of the Royal Household because of Nazi sympathies.

At week's end another mass attack roared in over the Dover coast and bombs fell for the first time over the center of London. Once more Britain wondered if the "all-out" air war had started.

*Epithets of the week.* As Franklin Roosevelt and Wendell Wilkie campaigned like gentlemen and statesmen, their best name-callers went to work with mud and vitriol.



ICKES

Harold Ickes, of Wilkie: "The rich man's Roosevelt. . . The simple barefoot Wall Street lawyer."

New Hampshire's Senator Bridges, of Ickes: "A common scold puffed up by high office. . . A Hitler in short pants."

*Cabinet Changes.* In one week President Roosevelt lost two of his favorite Cabinet members. Secretary Wallace (see pp. 80-87) resigned to begin campaigning for the Vice Presidency. Secretary Hopkins resigned to recover his health. Ill for two years with stomach ulcers, Harry Hopkins may take some part in the campaign, may become librarian of the President's Library at Hyde Park.



WICKARD

To Mr. Wallace's place as Secretary of Agriculture the President raised Undersecretary Claude Wickard. Mr. Wickard is both a dirt farmer and a paper farmer. He grows wheat, corn, cattle and hogs in Indiana but also is an expert on the mathematics of corn-hog ratios and crop yields. Harry Hopkins' job as Secretary of Commerce Mr. Roosevelt offered to Federal Loan Administrator Jesse Jones.



BORIS

*Back to Bulgaria.* After 20 years of pleading, threatening and singing the "Dobruja Song," Bulgaria got back the territory of Southern Dobruja on the Black Sea, lost to Rumania in the Second Balkan War. Except for the Rumanians, everyone seemed glad. Hitler had ordered it. Russia and England both approved. With King Boris' troops in Dobruja and Stalin's in Bessarabia, Rumania prepared to deal with its third demanding neighbor, Hungary.

### PICTURE OF THE WEEK

Edward of Windsor landed at Nassau, swore allegiance to his brother King George and formally took over his duties as colonial governor of the Bahamas. It was stiflingly hot. Leaving the Duchess to unpack their 52 pieces of luggage, install their pink sheets and plan to redecorate in modern American style, the Duke set out to inspect his new domain, dutifully visited the Treasury and Custom House.

Of the Bahamas' 12,000 white inhabitants, some were cool to the Windsors. But of the 50,000 colored inhabitants, all were as jubilant as the little girl in the window above the Duke on the opposite page. Many think he is still King. Some call him their Sweet Papa. All of them hope he will get their standard pay, lowered by the previous Governor, raised back to 60¢ a day.



THE BAHAMAS WELCOME THEIR NEW GOVERNOR





The Duke of Windsor, new colonial Governor of the Bahamas, inspects his seat of government



# WENDELL WILLKIE BEGINS CAMPAIGN

**H**ere, in this superb campaign picture, you see Wendell Willkie, Republican nominee for President, riding into Elwood, Ind. to deliver his acceptance speech on the afternoon of Aug. 17. Here is a diorama of America's electoral system—the candidate standing informally in an open car, the people swarming on either side, the cops, the flags, the dust and over all the shimmer of deep summer heat. This is the pageant of American politics, of America's eternal Main Street hauling its ascendant son.

The scene has a timeless quality but its characters are new. Seated on the phaeton's folded top, her face obscured by her husband's waving hat, is the candidate's wife, Edith Willkie. Below her in the seat, a little overcome by excitement, is her mother, Mrs. Cora Willkie, a onetime Democrat like her son-in-law. But the newest, most unconventional personality in this picture is Wendell Willkie, late of Elwood now running for the highest office in the land. And his acceptance speech, delivered that afternoon before 200,000 people in Elwood's Callaway Park, was a new and unconventional kind of political address.

It was a courageous speech. The listeners whom he faced were farmers, small businessmen, veteran Republicans from the isolationist Midwest. They wanted to hear the old phrases, the old diatribes against Democrats, Roosevelt, war. Instead, Wendell Willkie read them a grave and temperate address in which he gave isolationists small comfort, agreed in many respects with the President's foreign policy and challenged the philosophy rather than the personalities of the New Deal. It was 103° in Elwood. The crowds squirmed and many that night went home not very aware of what their man had said.

But as General Johnson subsequently observed the speech "reads better than it sounded." Those who read and pondered it knew that Mr. Willkie had served democracy well. For the essence of the American system is that the gap between its two Parties should never become too wide to bridge. In his speech Mr. Willkie spilled no acid, invoked no ghosts, launched the campaign on a note of scholarly moderation. There seemed hope last week that it might continue on this note.

And so the contest of 1940 began. Struggling off tradition and political "debts," Mr. Willkie had revamped his national organization, replaced old-line leaders with newcomers, put his stock in Willkie-for-President clubs rather than in the established Republican machine. Between now and election day he will deliver many major speeches in various parts of the country. These will be interspersed with short dashes by plane and train to out of the way junctions and small town airports where he will talk informally to people. On Sept. 16 he will make his first important address at Coffeyville, Kan. where he taught a high-school history class 27 years ago. Thence he will swing west and south through 18 States down to Texas, out to the Coast and back to Detroit for another major speech Sept. 30.

The grand slam of his campaign will fall on election eve in New York's Madison Square Garden, which by smart, fast footwork his Republican supporters hired for the important night before Democrats could put in their bid. Discussing President Roosevelt's plans for national park dedications and inspections of national defense last week, Wendell Willkie sarcastically snapped: "Of course I know that all [his] speeches will be strictly non-political. Mine will be political but they will be announced as such."







NO.





CARTOONISTS, TRYING TO DEPICT WILLKIE IN HUMOROUS CARICATURE, FAIL TO FIND ANY SALIENT IDENTIFYING FEATURE. SOME MAKE HIM LOOK LIKE HUEY LONG

## ELWOOD HAS A ONE-DAY BOOM AS NATIVE SON WILLKIE COMES TO TOWN

To Elwood, Wendell Willkie's visit seemed like a gift from heaven. Though cartoonists were having trouble finding a way to picture him (see above), there was no confusion in the minds of Elwood's people. His image looked down from every lamppost in town. And his beneficent influence was felt in every dollar that was turned during Elwood's "Willkie Day."

For 24 hours Elwood boomed. Cafes, ordinarily subject to curfew, were allowed to stay open till 6 a.m. Slot machines in the Elks Club never cooled off. A hawker for a crap game barked but a little less loudly than vendors of Willkie buttons, balloons and souve-

nirs. Beer was sold from sidewalk stands and since it was a very hot day thousands of cans soon littered the gutters for blocks (see opposite page). Cleaners worked assiduously that night removing the cans so young Elwoodians would not see them next day on their way to Sunday School.

But some fared not so well. The white dusty heat killed appetite and left only thirst. One tradesman who had laid in 24,000 boxes of candied popcorn was stuck next day with 23,980. Another sold only 1,200 of 20,000 Eskimo pies. Hotdog rolls went next day at 25¢ per 120, watermelons at three for a cent.



ELWOOD'S SIGN PAINTERS HAVE A BIG SHOW. LESSEE OF WILLKIE BIRTHPLACE REDUCED RATES TO 20¢, DREW IN 350 CUSTOMERS. ICE-WATER SALESMAN GOT RICH







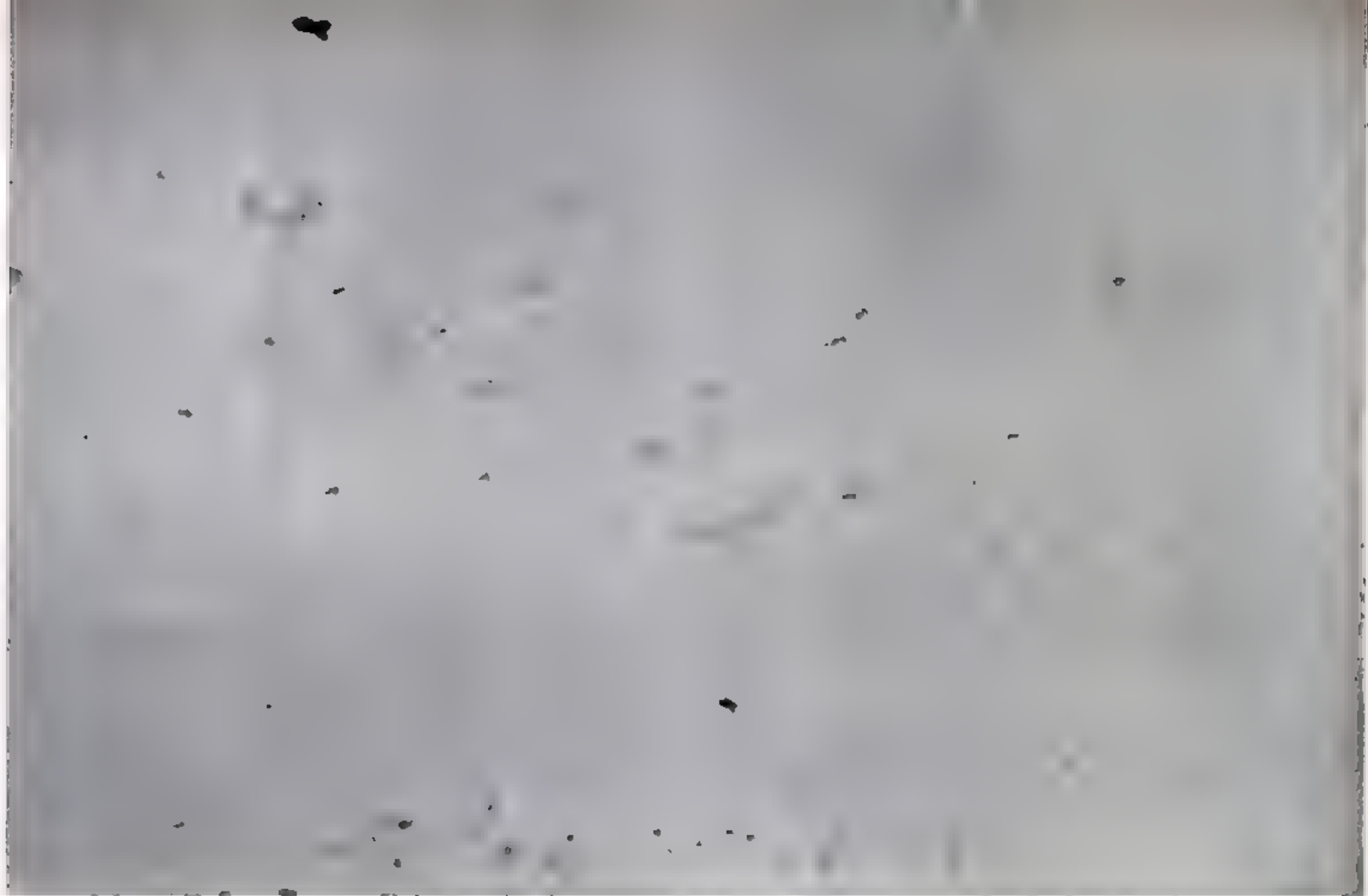


**Balloons are stored** in a hangar at Carington, home airport of the ill-fated dirigible *R-101*. The balloons, 80' in-

flated, are tied to floor and to their lorries by picketing lines. Each balloon needs a ground crew of eight men who must

know how to attach picketing lines to balloon, patch damaged balloon with rubberized fabric, splice rope, tie knots.





BRITISH ANTI-AIRCRAFT ON AUG. 15 DOT THE DOVER SKY WITH SHELL BURSTS AMONG THREE BARRAGE BALLOONS HOVERING OVER THE HARBOR AND NEARBY CHALK CLIFFS

## GERMAN "BALLOON BUSTERS" ATTACK THE DOVER BARRAGE

One defense keeping some Nazi planes at a respectable height over British targets is the gawky but effective balloon barrage riding the British winds up to heights of 12,000 ft. On Aug. 11 German "balloon-busting" Messerschmitts attacked the Dover barrage (*below*) and two days later claimed to have smashed it. This was belied when they were

back attacking the same barrage on Aug. 15 (*above*).

Some of these hydrogen-inflated sausages, including the one shown in the photograph below, have been shot down in flames. But they can be replaced at a cost of \$2,000 apiece within two hours. The men who man these balloons are specially trained at centers like the one at Cardington on the opposite page.

A RIBBON OF SMOKE MARKS THE TRAIL OF A FLAMING BALLOON FELLED BY A NAZI PLANE OVER DOVER ON AUG. 11. ONE FALLING BALLOON SET THREE COTTAGES ON FIRE







"CONGRESS OF AMERICAN MOTHERS" DEMONSTRATES AGAINST CONSCRIPTION AND ABUSES ONE OF ITS PROPONENTS F. E. I. TRACED THEIR LOBBY TO FATHER COUGHLIN

## WOMEN OF WRATH STRING UP SENATOR ON CAPITOL LAWN

In Washington Aug. 21 a blowzy band of middle-aged women hung an effigy of Florida's Senator Claude Pepper from an oak tree on the Capitol lawn (above). These shrewish lobbyists, calling themselves the "Congress of American Mothers," berated Senator Pepper because he favored conscription and "other un-American activities." A better patriot than any of his female libelers, the Senator later received them in his office, told them their performance was "a splendid demonstration of what we are all trying to

preserve—freedom of speech and freedom of action." What he did not tell them was that defeat of the conscription bill might later take the lives of 100,000 sons—inadequately trained before the hour of invasion.

In the Senate a handful of willful isolationists hamstringing Congress by a week-long filibuster against conscription. On Aug. 23 the President, greatly disturbed by his view of the U. S. Army in maneuvers the week before (below), demanded that Congress pass the conscription bill within the next two weeks.



PRESIDENT ROOSEVELT LOOKS OVER ARMY AT MANEUVERS IN OGDENSBURG, N. Y. WITH HIM ARE SECRETARY OF WAR STIMSON AND NEW YORK'S GOVERNOR LEHMAN





THE ALEXANDER TWINS...Dorothy and Grace, Famous Drum Majorettes for American Legion Post 42, Martinsville, Virginia **SALUTE YOU**

**AND SALUTE**

*Chesterfield*

**FOR REAL MILDNESS  
AND BETTER TASTE**

These are the twin pleasures you look for in a cigarette. You'll find them in every Chesterfield you smoke...and it takes the right combination of the world's best cigarette tobaccos united in Chesterfields to give you the added pleasure of a cooler smoke...*Make your next pack Chesterfield and join the millions of smokers who say*

*They Satisfy*



# 1856

# THE PEOPLE'S CHOICE



FRANKLIN PIERCE  
1853—1857



JAMES BUCHANAN  
1857—1861



ABRAHAM LINCOLN  
1861—1865



ANDREW JOHNSON  
1865—1869



ULYSSES SIMPSON GRANT  
1869—1877



RUTHERFORD BIRCHARD HAYES  
1877—1881



JAMES ABRAHAM GARFIELD  
1881—



CHESTER ALAN ARTHUR  
1881—1885



GROVER CLEVELAND  
1885—1889 1893—1897



BENJAMIN HARRISON  
1889—1893



WILLIAM MCKINLEY  
1897—1901



THEODORE ROOSEVELT  
1901—1909



WILLIAM HOWARD TAFT  
1909—1913



WOODROW WILSON  
1913—1921



WARREN GAMALIEL HARDING  
1921—1923



CALVIN COOLIDGE  
1923—1929



HERBERT CLARK HOOVER  
1929—1933



FRANKLIN DELANO ROOSEVELT  
1933—

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and rayon for men, women and children and the home bear this time-tested label. Look for it when you buy.



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*one of America's Great Names*







*So easy to serve—So sure to be cheered*  
**RITZ AND COOLING DRINKS**

**RITZ AND DRINKS**—that's today's quick and happy answer to refreshment problems! Just serve *your* favorite beverage with Ritz—*everybody's* favorite cracker! Whatever is in the glass, Ritz will make it more delightful—more appealing. For nothing can match the tempting nut-like flavor of this famous golden cracker—nor compare with its inviting crispness. And for your protection, both flavor and crispness are *sealed in* by a *special* baking process. That's why women who want to be *sure* of the best, always insist on Ritz! Let Ritz help *you*, too!



**ORANGE GELATIN** is so much more exciting in orange cups (scooped out orange skins) and served with Ritz. See how many luscious flavor combinations you can create with Ritz and fruit. You'll find Ritz gives old favorites a brand-new zest *every time*!



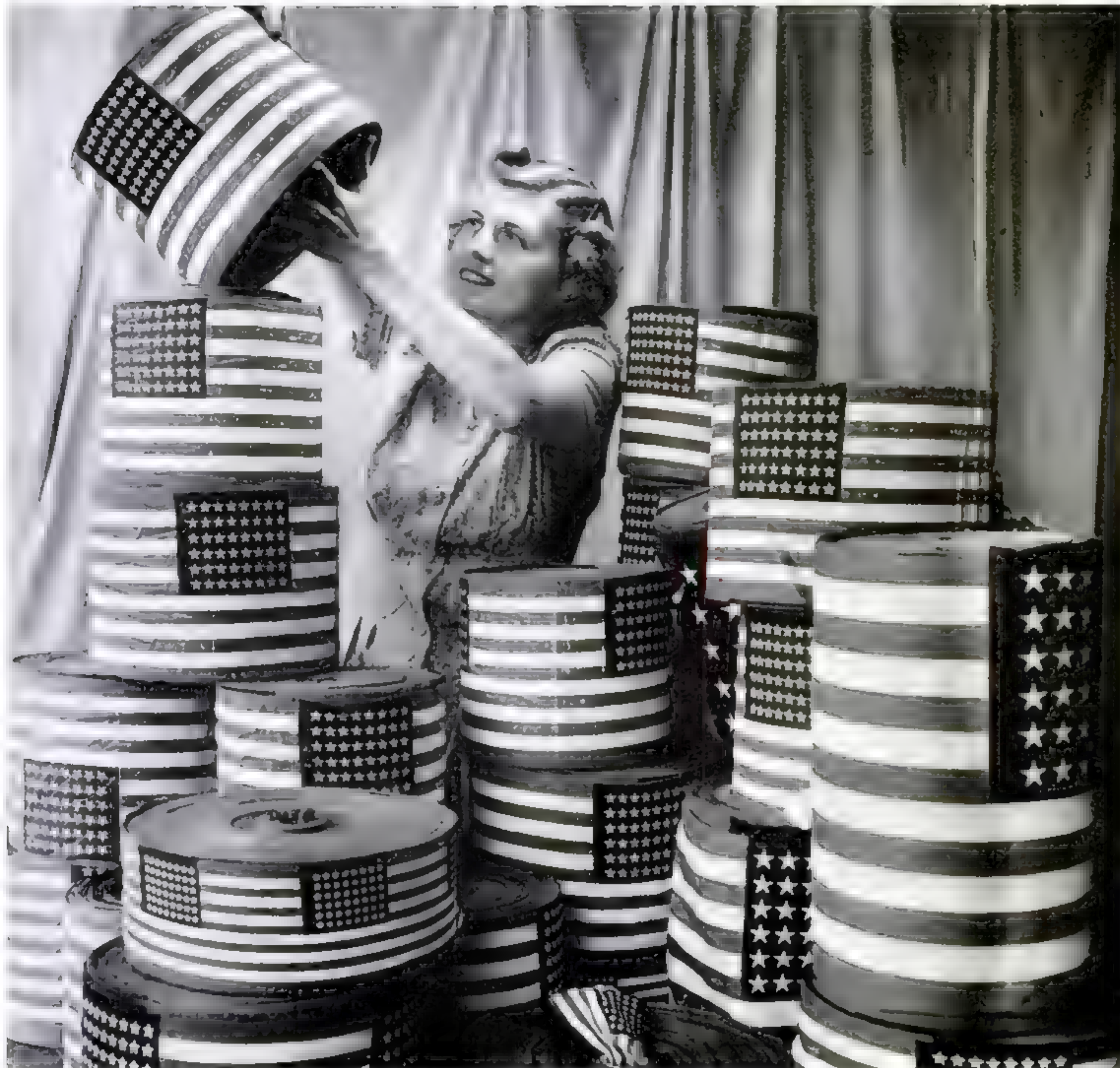
**CAFÉ SOCIETY** applauds these tiny fish balls! Plop them on Ritz crackers, and you've got *something*! Ritz can help you in *so* many ways—at family meals...parties...in getting children to drink milk. Never be without it. Order wonderful Ritz today!



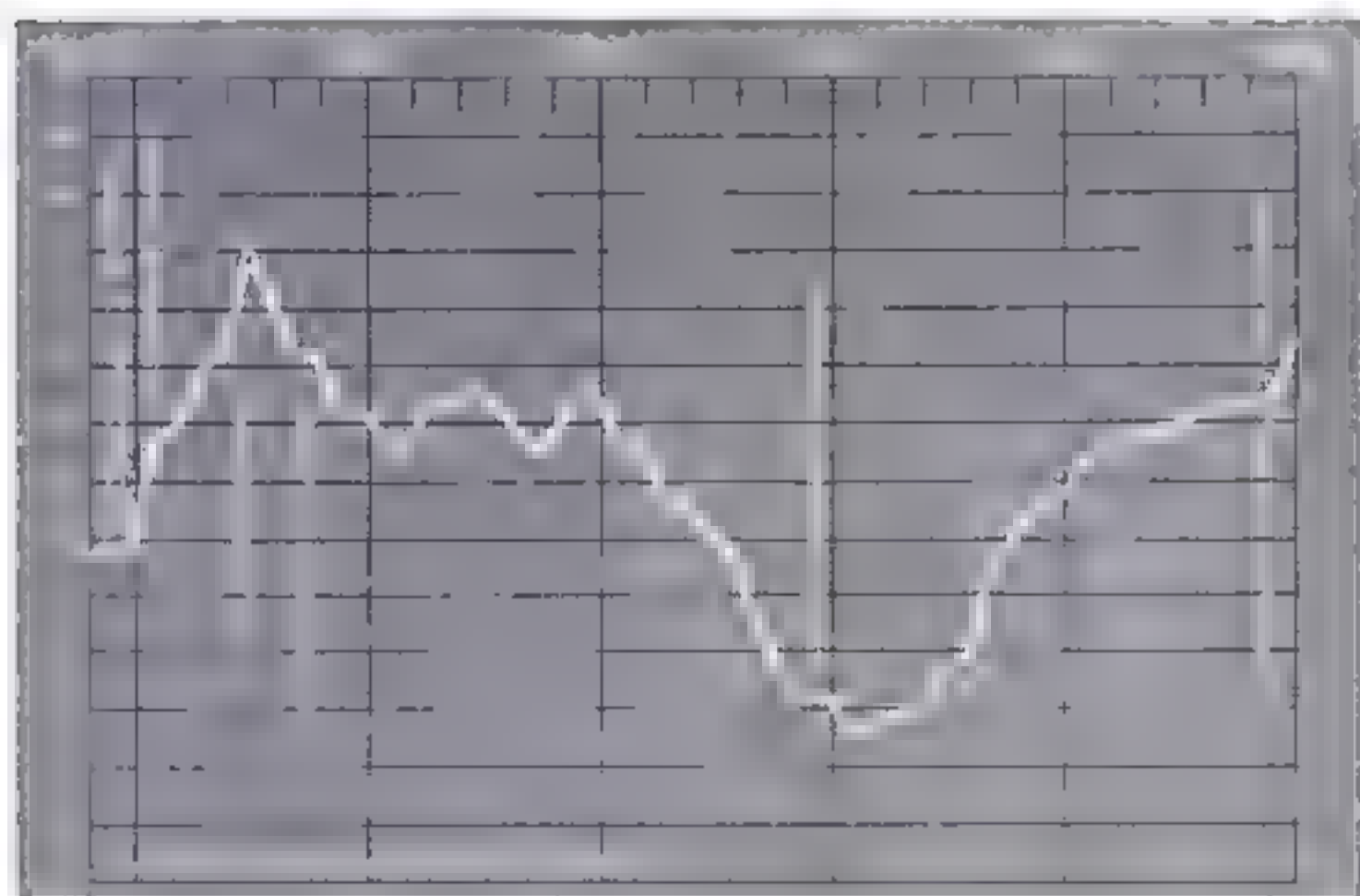
**TO THE HOME-MAKERS** of America, this famous red seal of National Biscuit Company stands for the finest in crackers and cookies. Look for it—and give your family "the best that money can buy."

**RITZ IS AMERICA'S FAVORITE CRACKER • BAKED BY NATIONAL BISCUIT COMPANY**





ROLLS AND ROLLS OF U. S. FLAGS, PRINTED TO TAKE CARE OF NEW BOOM IN FLAG SALES, ARE STACKED AT ANNIN & CO. WAITING FOR HEMMING AND CUTTING



Rise and fall of U. S. flag sales is charted in business index of Annin & Co., biggest U. S. flagmaker. Chart generally follows business index but is also affected by special events.

## BOOM IN PATRIOTISM GIVES U. S. FLAG BUSINESS ITS BIGGEST YEAR SINCE 1917

In normal years American flag manufacturers hit their busiest peak just before July 4. After the Fourth business drops abruptly. But this year, with the Fourth now two months past, the makers of U. S. flags are buried under a backlog of orders, are six weeks behind in filling them. Not since the World War has there been such a flag boom. Annin & Co., which makes a third of the U. S. flags, expects to sell 16,000,000 this year. It has been getting orders from stores which haven't bought a flag for years and has sold more big 40-by-60 ft. bunting in the past two months than it has sold in the past ten years. These huge banners cost \$600 but popular 3-by-5 ft. and 4-by-8 ft. sizes are \$2.90 and \$3.20 respectively, in cotton. Wool flags cost about twice as much.

The new boom of patriotism that has boosted flag sales has also stimulated interest in proper use of the flag. On page 37 are some improper uses.



Four Reasons why more people, every day, are smoking

# REGENTS

**MULTIPLE-BLEND**...Regent's exclusive Multiple-Blend combines an unusual number of choice tobaccos in entirely new proportions, giving you exceptional mildness and a better-tasting cigarette.

**KING SIZE**...Regents are over 20% longer, allowing the smoke more time to cool. The result is a *natural* coolness you notice as soon as you take your first puff. And this extra length also means more fine tobacco for your money.

**OVAL SHAPE**...Regents' oval shape not only adds distinction to this extra long cigarette, but makes Regents easier to hold, more comfortable to smoke.

**CRUSH-PROOF BOX**...So that every Regent you smoke will be in perfect smoking condition, Regents are packed in a crush-proof box...the only satisfactory container for a King-size cigarette.



"THE FINEST CIGARETTE YOU EVER SMOKED"

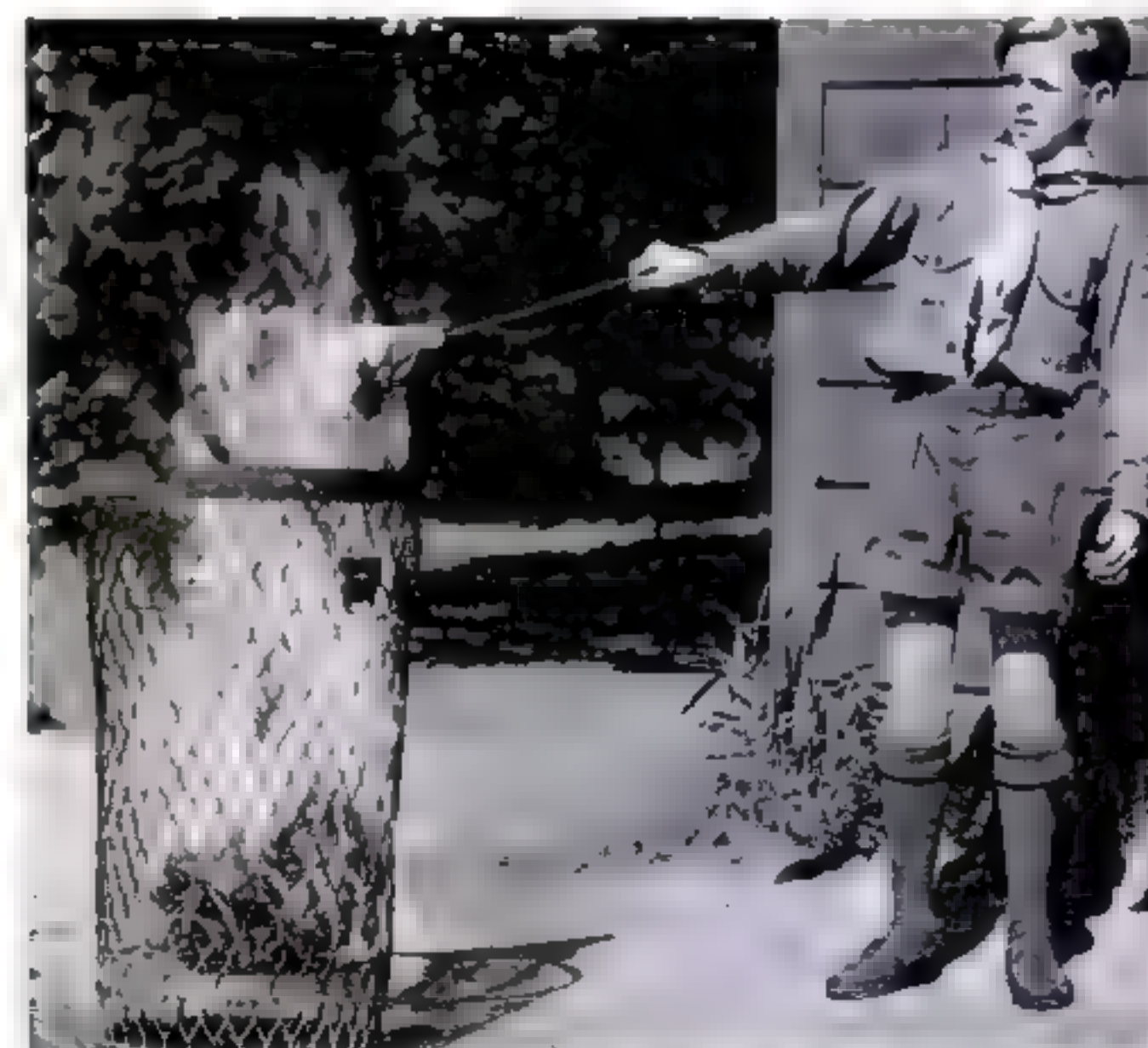
## Flag-making boom (continued)



In the flag factory flags are first printed on long rolls of cloth, then sent through these machines which hem the sides. Next, the cloth is cut into individual bannera.



Each star stands for a State, is placed on the blue field in order of admittance to the Union. As this chart shows, the first star is Delaware's and the last is Arizona's.



To destroy a flag that is tattered and torn beyond repair, the careful patriot will burn it completely and leave not a shred. Usually burning is done very inconspicuously.



## DON'T DO THIS TO OLD GLORY



Don't wear the U. S. flag as a blouse or as any other part of your clothing



Don't cover furniture with the flag. The only proper thing to cover is a casket.



Don't drag it on the ground. Small flag bearers should support staff in holster.



Don't cross flags this way. It should always be on the right—its own right.



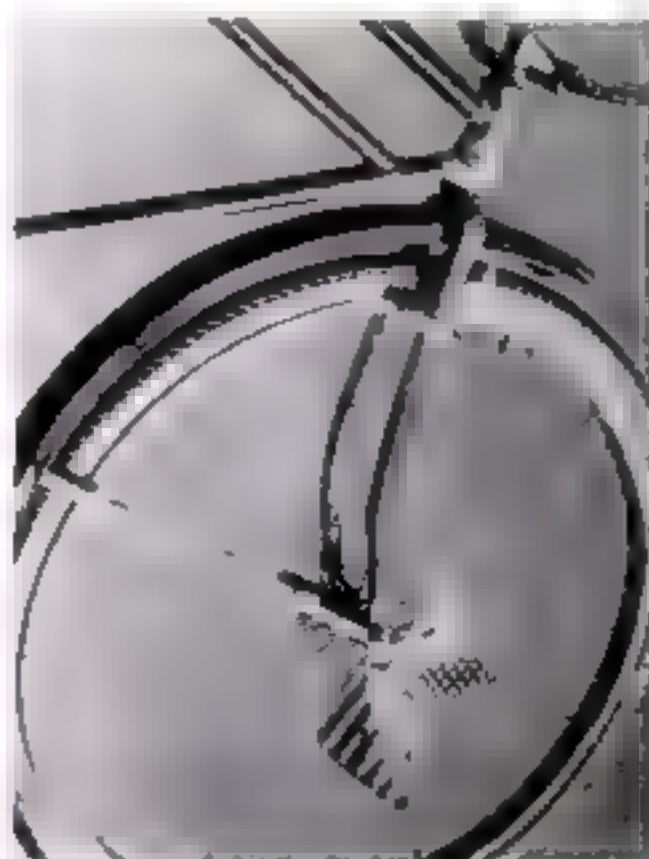
Don't drape it this way. The Union (field of stars) should be on the flag's right.



Don't fly anything above Old Glory. The stars and stripes must always be on top.



Don't cover a car with it. Automobiles should carry small flags flown from staff



Don't decorate a bicycle this way. This is subjecting the flag to great indignity.

## For Distinguished Service

### HONOURS OF

### *The 10th Royal Hussars*

(Prince of Wales's Own)

From its success at Warburg, in 1760, to its action in France and Flanders in 1914-18, the Standard of the 10th Royal Hussars has been decorated with Twenty-two Battle Honours for Distinguished Service

### HONOURS OF

### *Dewar's "White Label"*

Grand Prize, the Louisiana Purchase Exposition, St. Louis, 1904 — one of more than 60 medals honoring Dewar's White Label for Excellence in Scotch Whisky



If reconnaissance reports your Scotch reserves depleted, enlist DEWAR'S White Label and soda . . . highball of the highlands. Seasoned veteran, it has won more than 60 medals of honour for distinguished service. That's why, to gentlemen the world over, the order of the day . . . and night . . . is DEWAR'S White Label. Company . . . at ease!

COMMAND

DEWAR'S

... AND BE "AT EASE"

White Label  
years old

Vic  
years old  
No Plus Ultra

FULL COLOR REPRINTS  
SUITABLE FOR FRAMING  
Size 9 x 12 full color prints of  
officers' Edition No. 1 without  
advertisements, sent upon receipt of  
25¢ Schenley Import Corporation,  
New York City, Dept. Y.



Dewar's

# "White Label"

The Medal SCOTCH of the World

BLENDED SCOTCH WHISKY



Both 86.8 Proof • Blended Scotch Whisky  
Copyright 1940, Schenley Import Corporation, New York.



# IT'S HERE!

## Your New *Eve Carver* Classic

### A Good Reason why American Women are World's Best Dressed



Whether you're twenty, thirty or fifty, there's flattery in store for you with an EVE CARVER . . . you'll wear it six times to every one of your other dresses. You'll thrill to the groomed simplicity of it and you'll have the joy of owning a dress that doesn't go out of style.

EVE CARVER Classics have won a "yes-yes" vote from the smartest women who have found that the fine fabrics, the careful tailoring, suit an EVE CARVER to college life — to bridge — to matinees and business, too. Why not have one in black — one in color. Two dresses for less than \$16.00 are indeed a find! In black, blue, brown, green, wine. Sizes 10 to 20 and 36 to 42. Send for your EVE CARVER today! Fill in the coupon and mail it to any store listed below.

**\$7.98**

Fashioned in "Faillada"  
A new Duplex Luxury Rayon Fabric  
woven with  
*Celanese* Yarn



Georgie Carroll, America's most photographed model, says "I love my Eve Carver Dress."

THE DENVER D. G. CO. . . . Denver, Colo.  
J. GOLDSMITH & SONS CO. . . . Memphis, Tenn.  
THE WM. HENGFREY CO. . . . Buffalo, N. Y.  
J. B. HINEY & CO. . . . Charlotte, N. C.  
LANSHIRGH & BRO. . . . Washington, D. C.  
ED. SCHUSTER & CO., INC. . . . Milwaukee, Wis.  
S. RUGGS VANDERVOORT BARNEY. . . . St. Louis, Mo.  
THE STEWART D. G. CO. . . . Louisville, Ky.  
WOLF & DESSALER CO. . . . Fort Wayne, Ind.  
O'NEILL & CO. . . . Baltimore, Md.  
MANDYL BROTHERS . . . Chicago, Ill.  
ROLLMAN & SONS CO. . . . Cincinnati, Ohio  
J. L. HUDSON CO. . . . Detroit, Mich.  
MEACHAM'S, INC. . . . Fort Worth, Texas  
THE MEYERS CO. . . . Greensboro, N. C.  
I. BAMBERGER & CO. . . . Newark, N. J.  
STRAWBRIDGE & CLOTHIER . . . Philadelphia, Pa.  
HALE BROS. . . . San Francisco, Sacramento, San Jose  
RON MARCHE . . . Seattle, Wash.  
MEIS BROS. CO., INC. . . . Terre Haute, Ind.  
JOHN C. MANNES . . . Worcester, Mass.  
SWEETBRIAR SHOPS. . . . Tex., Ida., Wyo., Neb., Colo., Kan., N. M., Mont.  
Known as the BETTE WINSTON Dress with  
R. B. MACY & CO. . . . New York City  
POWERS D. G. CO. . . . Minneapolis, Minn.

If not available in your city, mail coupon to Eve Carver, 1372 Broadway, New York

\*Reg. U. S. Pat. Off.

## ANIMALS

### U. S. KENNELS ARE WORLD BREEDING CENTER AS GERMANY KILLS ITS DOGS

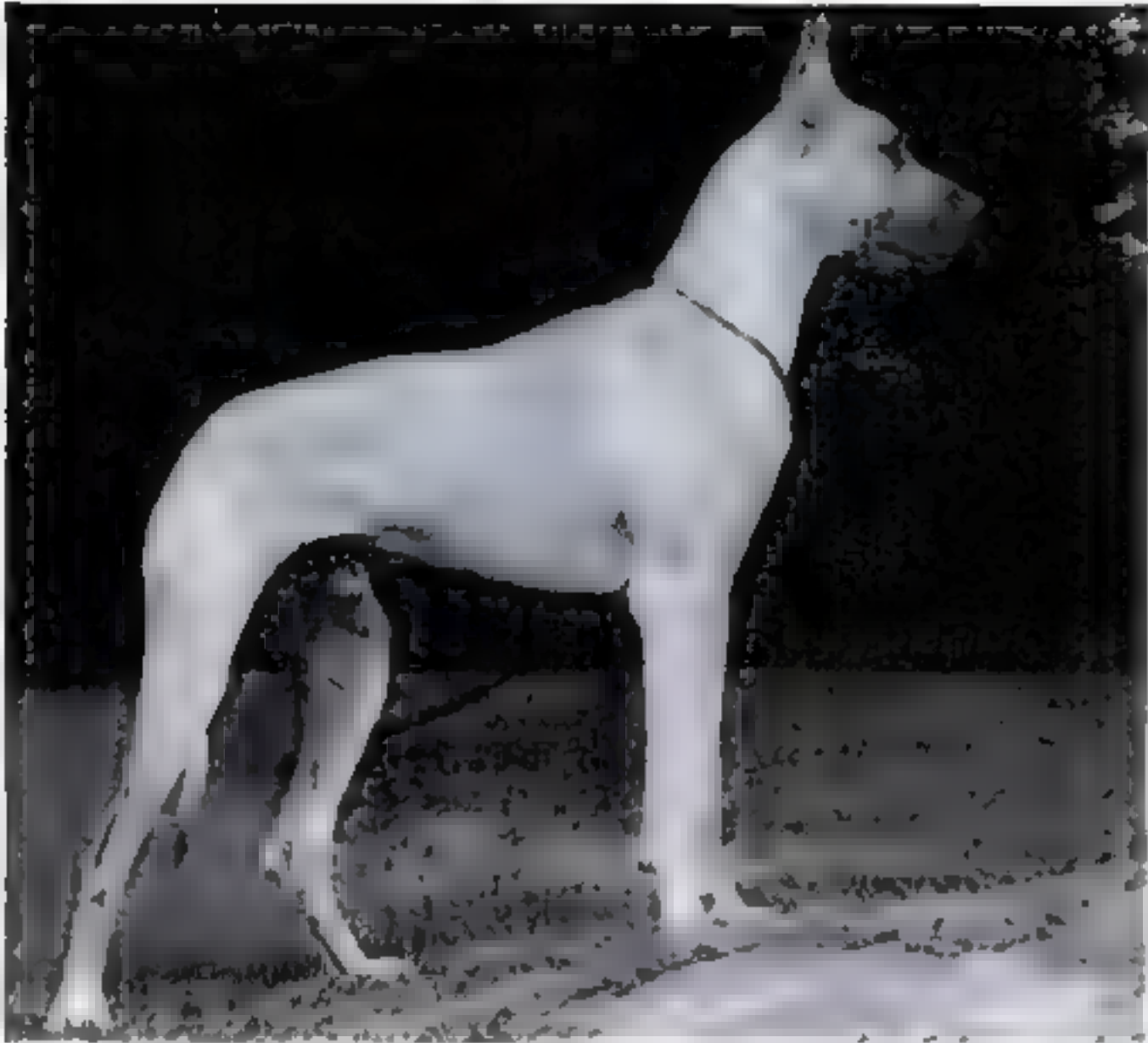
The war in Europe has made the kennel owners of the U. S. the most important breeders of dogs in the world. By government order the dog owners of Germany have been systematically killing their pets over the past few months. By now most of Germany's dogs are dead. The only ones permitted to live in that rationed country are the work dogs used by the Army, police or Red Cross — probably 100,000, mostly Dobermans and German shepherds. There are very few of the gentle, lovable dachshunds or the scrappy little schnauzers left in Germany. Many British dog owners have disposed of their pets and American dog magazines have been carrying pathetic advertisements of English kennelmen trying to sell their dogs before having to kill them.

There is very little danger, however, that these carefully developed breeds will die out because U. S. kennels today are well equipped to continue the strains. In most German breeds U. S. kennels have even better stock than the Germans. On these pages are six of the important German types, all represented by U. S.-owned dogs and all of impeccable championship blood. Dogs like these will be the ancestors of future world champions.



Doberman pinscher was originated 45 years ago. Brave and affectionate, it is most widely used working dog in Germany. This is Red Man, owned by Mushro Kennels.





The great Dane is one of the world's oldest breeds—400 years. Not Danish but German, it is an elegant, sensitive and amiable mastiff. This is Nobel of Brae Tarn.



The dachshund, a courageous and comical hound, was bred for hunting badgers. It is responsive and learns quickly. This is Henri Flottenberg of Greenwich, Conn.

CONTINUED ON NEXT PAGE

GRACIE...IF A STRANGE MAN OFFERED TO BUY YOU A LUNCH, WHAT WOULD YOU SAY?

GRACIE ALLEN

GEORGE BURNS

**SPAM**

**GRACIE ALLEN'S LUNCH**  
 SPAM with Jellied Vegetable Ring, easily made like this: 1 pkg. (3 1/2 oz.) lime gelatin dissolved with 2 cups water. When thick, add 1 cup shredded cabbage, 1 cup shredded celery, 1 cup shredded carrots, 1 tsp vinegar, 1 tsp salt. Pour in 2 pint mold, keep in refrigerator until firm. Serve as shown with SPAM slices, shredded crisp lettuce, sliced radishes.

NO FUSS...LOTS OF FUN  
**SPAM BURGER ON A BUN**

FOR A SUNDAY MORNING SPREE IT'S **SPAM & EGGS** FOR ME!

IF YOU COULD SEE HOW WE MAKE **SPAM** WITH PURE PORK SHOULDER AND TENDER HAM—I KNOW, LIKE ME, YOU'D FEEL THIS WAY THAT **SPAM** IS A GRAND FOOD BUY TODAY!

**HOANSEL**  
**GOOD FOODS**  
 SPAM • CHILI • HAM • CHICKEN • SOUPS  
 DINTY MOORE PRODUCTS





**RAILWAY EXPRESS**

**SYMBOL OF DEPENDABLE SERVICE... USES DEPENDABLE**

## CHAMPION SPARK PLUGS!

IN CITIES AND TOWNS all over the United States, the familiar Railway Express truck is a symbol of dependable, speedy, safe delivery. Over 12,000 of these trucks are constantly on the go regardless of weather. Dependability is the watchword.

This giant fleet has used Champion Spark Plugs for years. Here is just one more outstanding proof that Champions make every engine a better performing engine—one more sound reason for you to insist on dependable Champion Spark Plugs for your car.

Champion's sensational Sillment<sup>®</sup> seal brings extra performance to every engine. Since even one "leaker" in a set will cause rough, uneven, wasteful engine operation, it is obvious that Champion's leak-proof qualities are necessary to maximum performance

and economy in today's engines.

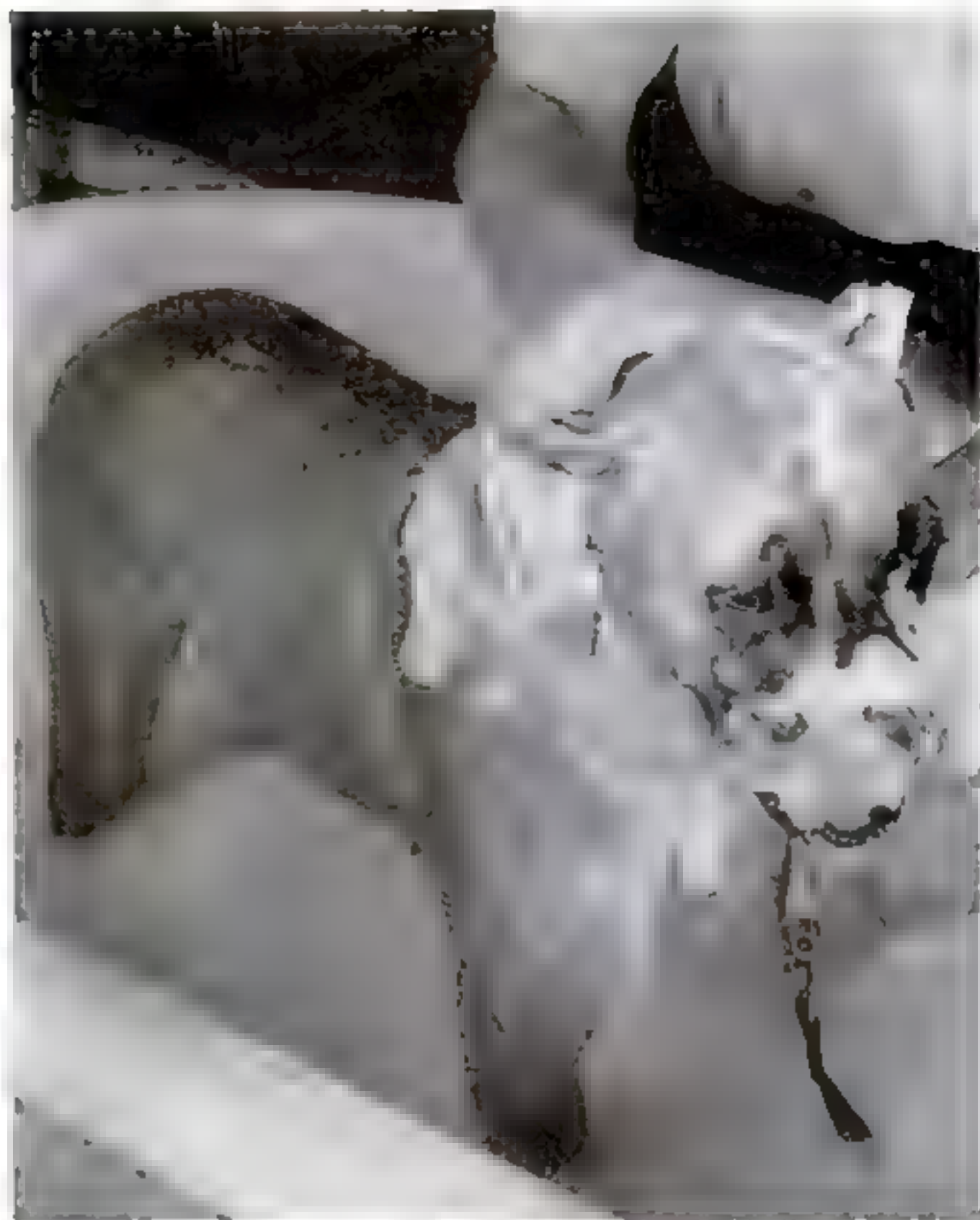
Profit by the experience of Railway Express and most of the nation's largest and most efficient fleets—of the world's racing champions on land, water and in the air—by insisting on Champions for your car.



Sillment is the sensational new material used to seal Champions against gas or compression leakage, at the shoulder and past the lower electrode. This exclusive and patented process seals Champions against troublesome leakage common to ordinary spark plugs, and contributes largely to Champions' better performance in today's high compression engines.

**"PICK UP AND GO" WITH NEW CHAMPION SPARK PLUGS**

### German dogs (continued)



The boxer, famous for its lightning eyes and coon to the bulldog, is so much a symbol of the modern world of power. This is America's No. 1 fighter.



The German shepherd, used as police and blind-guide dog, is dignified and alert, supposedly more reliable than the Doberman. Falko (above) was 1934 German champion.

CONTINUED ON PAGE 42



# Preparedness *that started 20 years ago*



**D**URING the first six months of 1940, the volume of freight for export handled through Atlantic and Gulf ports of the United States reached a level unequalled since the war years of 1917-18.

And yet this volume was handled so smoothly by the American railroads that no comment about it appeared in the news.

Why?

Because preparedness, with the railroads, is not a newly discovered need. It is something the railroads have studied and worked for ever since the end of the first World War.

And the plain fact is — *in speed and operating efficiency the American railroads today are at the highest peak in their history.*

Freight train speed averages 62% higher than in 1920.

That's because heavier rails have been laid — sidetrack mileage has been increased — terminal facilities have been enlarged — terminal operations have been speeded up — arrangements for having cars on hand wherever and whenever they are needed have been vastly improved. During the first six months of 1940 the railroads placed in service more new freight cars than in any like period in the last 10 years.

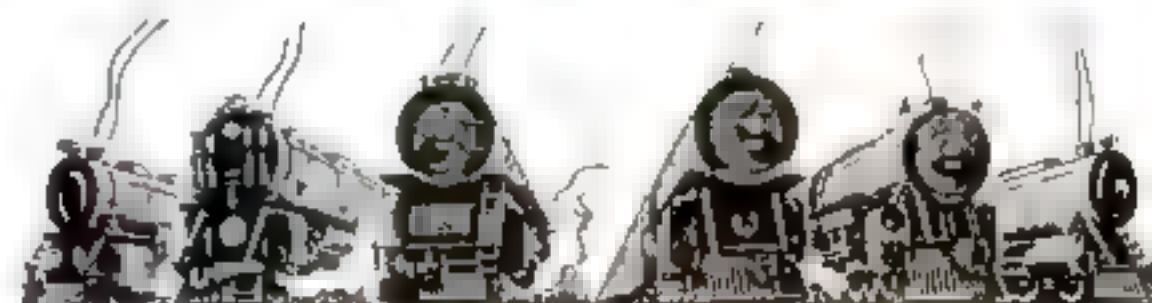
Today freight trains actually perform more than twice as much transportation service per hour as trains did 20 years ago.

An indication of the ability of the railroads of the United States to take care of any traffic that may develop is shown by the fact that between August and October, 1939, they handled without

car shortage or delay the largest increase in business ever recorded in so short a time.

The big fact is — in capacity and in operating skill and methods — the railroads are ready to do their share in speeding national defense — and a mighty big share it is bound to be.

And that's why we say — give the railroads an equal chance to keep themselves fit to do the job that they alone can do.



*"See America"* **FOR \$90**

Start from your home town now on a Grand Circle Tour of the United States — east coast, west coast, border to border — go by one route, return by another — liberal stopovers — for \$90 railroad

fare in coaches — \$135 in Pullmans (plus \$45 for one or two passengers in a lower berth)

**NOW — TRAVEL ON CREDIT**

See your local ticket agent

**ASSOCIATION OF**

## **AMERICAN RAILROADS**

WASHINGTON, D. C.



**IT'S SO GOOD...  
FOR SO LONG**



because it's filled with flavor through and through  
That fine, tastier flavor of Beech-Nut Gum will last you a mighty  
long time. Why? The finest flavors are mixed through and through  
to bring you a more tempting flavor in each piece of Beech-Nut Gum.

Full-flavored Peppermint, Spearmint, Oralgum  
4 flavors of BEECHIES (Candy Coated)  
Peppermint, Spearmint, Pepsin, Cinnamon

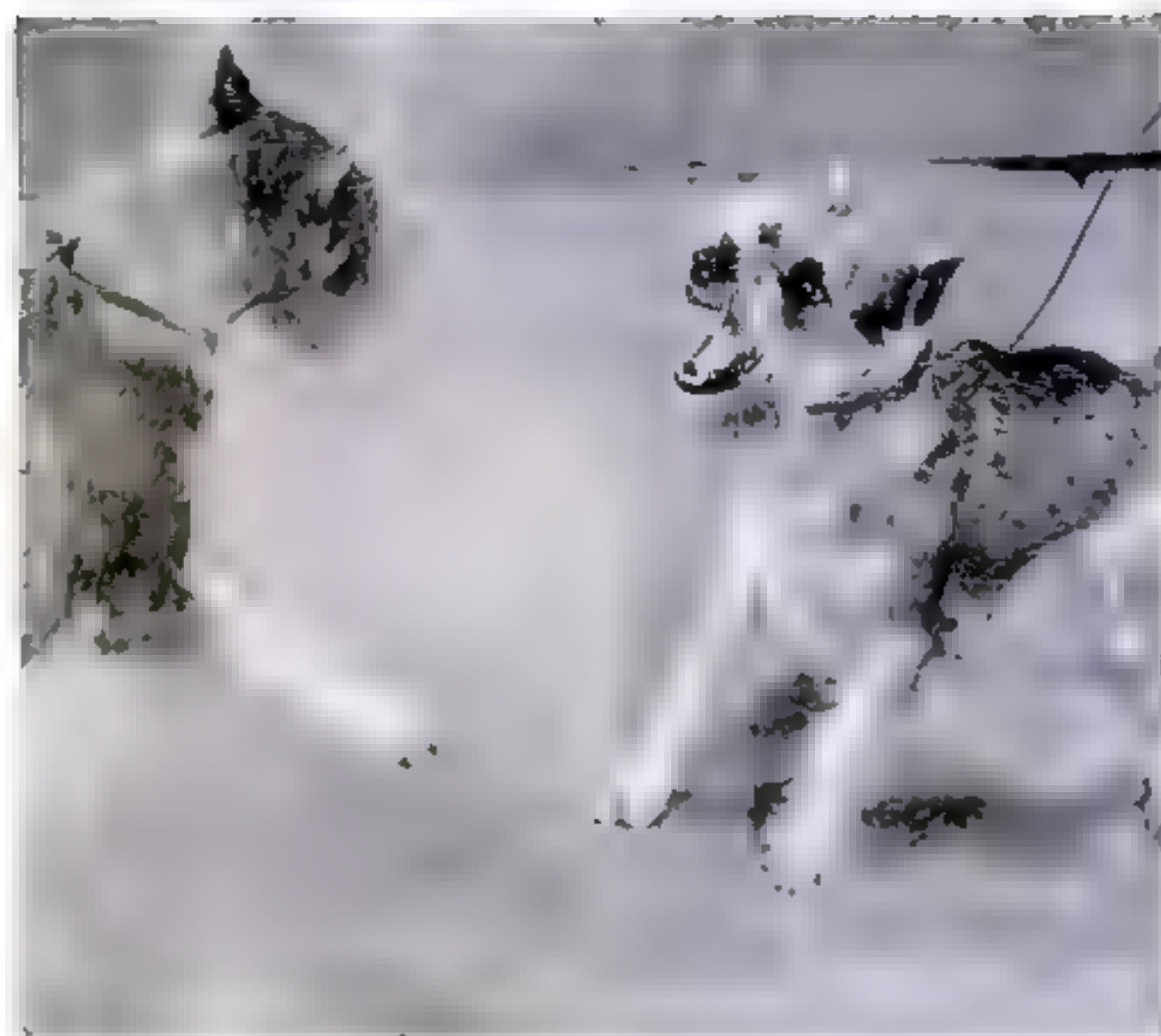


*One of America's GOOD habits*

#### GOING TO THE NEW YORK WORLD'S FAIR?

Be sure to visit the Beech-Nut Building. If you drive near the lovely Mohawk Valley  
of New York, stop at Canajoharie and see how Beech Nut products are made.

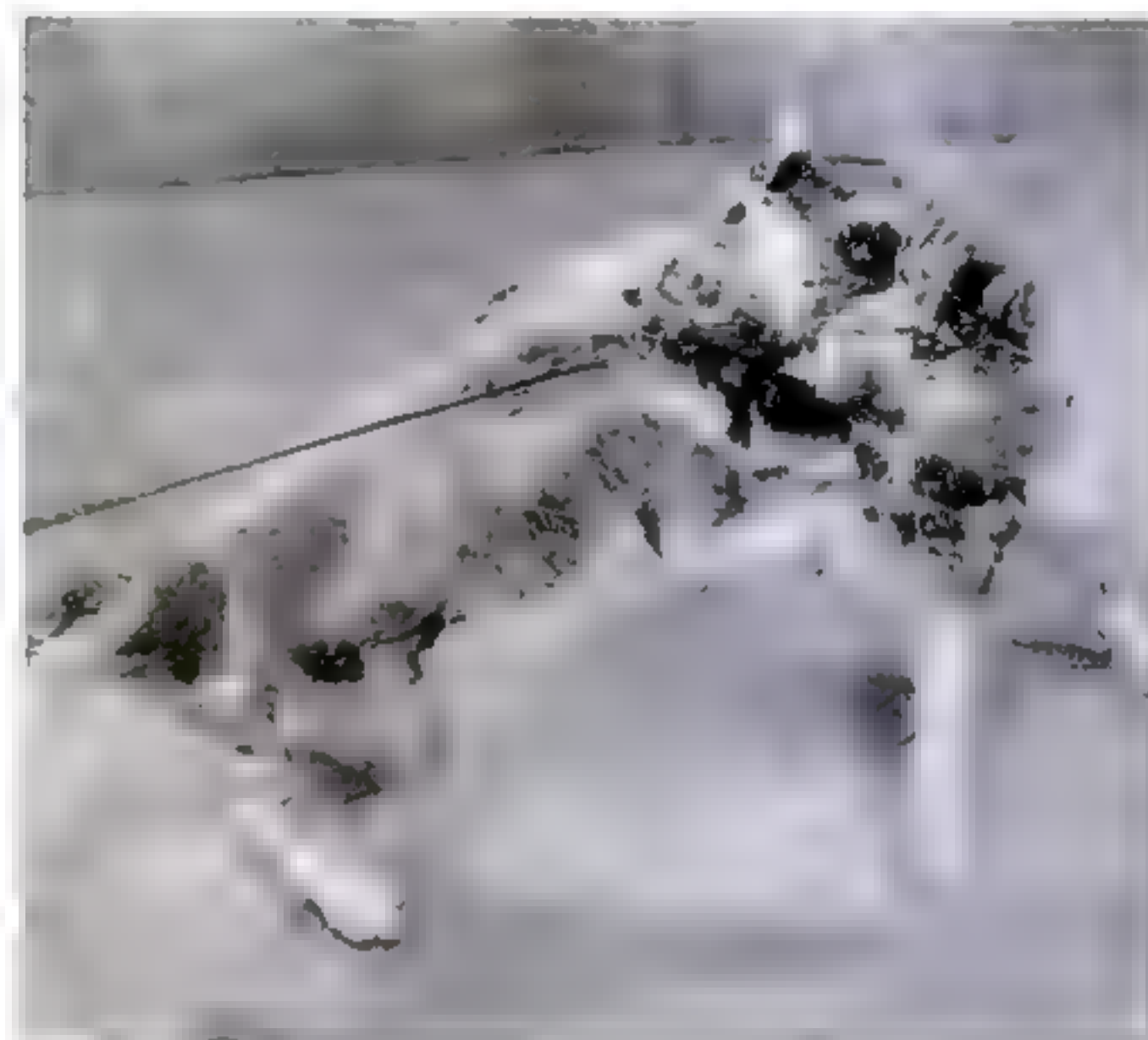
#### German dogs (continued)



The miniature schnauzer, smallest of this breed, is active dog. Above: Mrs. Dodge  
Sloane's Qualm (right) growls fiercely at his son, Quaker, who is annoying him.



Quaker and Qualm come to grips, Qualm making typical schnauzer fight opening by  
clenching Quaker's muzzle. Big schnauzers once guarded trade caravans in Germany.



The two dogs tangle, get a grip on each other's throats and then are separated quick-  
ly. Aggressive and unafraid, schnauzers are still very gentle and trustworthy pets.





● Actual color photograph of three tobacco watchmen, carries a fine lot of ripe golden leaf.

## LUCKIES' FINER TOBACCOS MEAN LESS NICOTINE

**Authoritative tests reveal that Luckies' finer tobaccos  
contain less nicotine than any other leading brand!**

Here's the natural result of buying finer, selected cigarette tobacco for Lucky Strike. The average nicotine content of Luckies, for over two years, has been 12% less than the average of the four other leading brands★—less than any one of them. This fact is proven by authoritative tests which have been confirmed from time to time by independent laboratories.

You see, each year we exhaustively analyze tobaccos before purchase. Thus our buyers can select the leaf that is ripe and mellow, yet mild and low in nicotine content—then buy it up.

The result—a cigarette of finer tobaccos—mild and mellow, with a naturally lower nicotine content. Have you tried a Lucky lately?

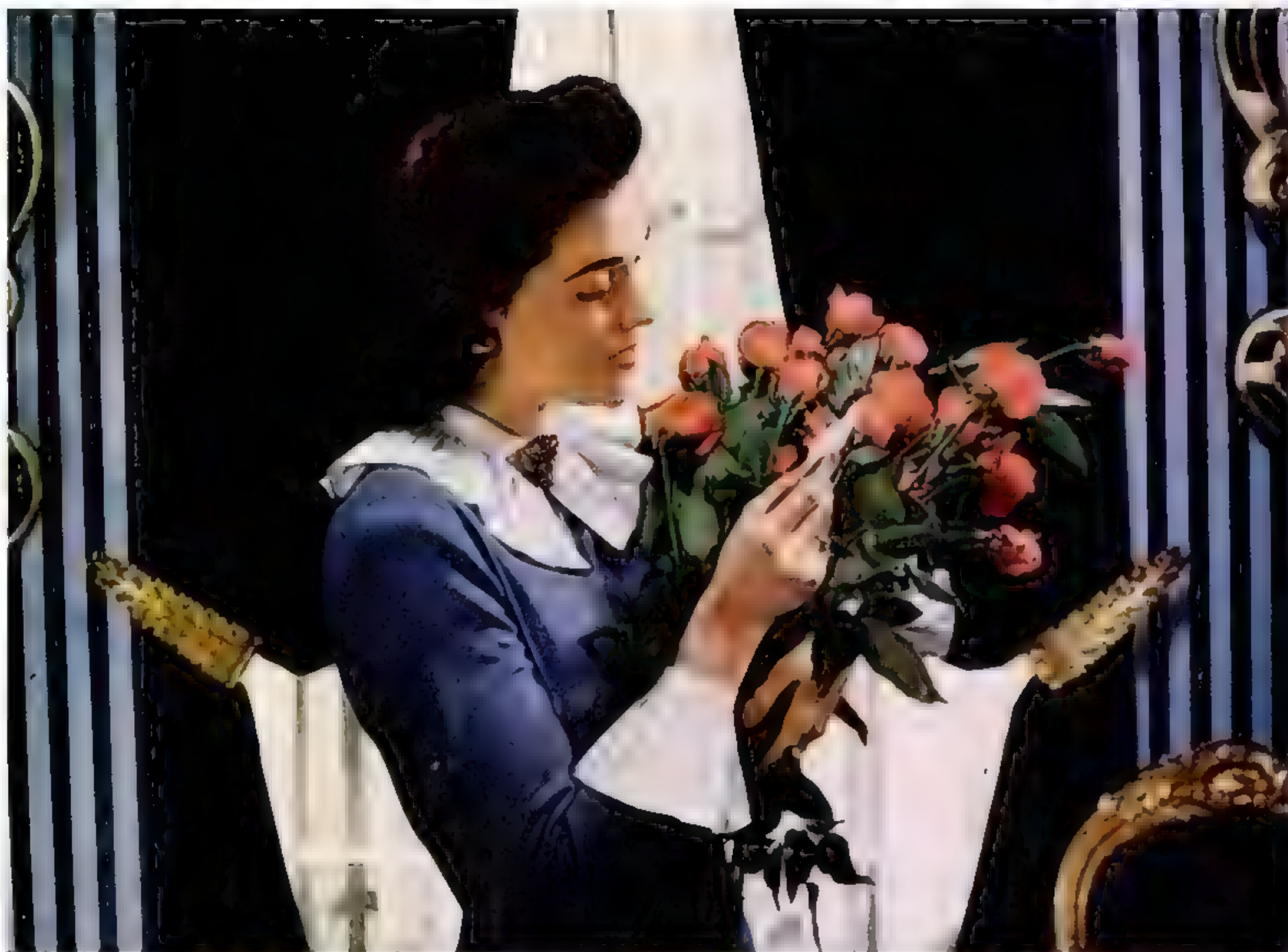
★**NICOTINE CONTENT OF LEADING BRANDS.** From January 1938 through March 1940, Lucky Strike has had an average nicotine content of 2.02 parts per hundred—averaging 9.82% less nicotine content than Brand A; 21.09% less than Brand B; 15.48% less than Brand C; 3.81% less than Brand D.



**With men who know tobacco best—it's LUCKIES 2 TO 1**

Copyrighted material





## *Have you ever sent your wife "just because" flowers?*

**N**EXT TIME you're off on a trip, and there comes that time at the end of the day when you start thinking about what they're doing back home, try doing this . . .

Wire your wife a bouquet of "just because" flowers. Flowers that will say . . . "not because it's your birthday, or an anniversary . . . But just because you're a grand girl, dear, and I'm thinking of you."

These are the flowers that will thrill your wife's heart as nothing else can. And they will give you that warm inner glow that comes from giving someone you love a specially nice surprise.

It costs so little. And it's so easy to do. Just telephone or go to the nearest flower shop displaying the F. T. D. (Florists' Telegraph Delivery Association) emblem. Order your flowers. And

even if it's clear across the nation or in Canada, that F. T. D. shop will see to it that fresh, beautiful flowers are delivered for you.

***When your heart says "remember"  
—nothing takes the place of flowers!***

On any occasion when your heart says "remember"—nothing takes the place of flowers. To congratulate mother and baby—to thank your hostess—to cheer up a shut-in—to wish someone Bon Voyage. To a woman, there's nothing that touches her so deeply or reaches her heart more surely—than a gift of flowers.

Whether you order flowers for someone in town or a long ways off, remember to buy from an authorized F. T. D. member shop. For F. T. D. florists are the pick of the nation's florists. Florists carefully chosen as F. T. D. shops because they

have proved to the Association that they carry finer flowers . . . and that they can give you top-flight service. *Florists' Telegraph Delivery Association.*

**WIRE FLOWERS THROUGH AUTHORIZED  
F. T. D. MEMBER SHOPS**



**LOOK FOR THIS F. T. D. EMBLEM BEFORE YOU BUY. IT  
IS YOUR GUARANTEE OF COMPLETE SATISFACTION.**





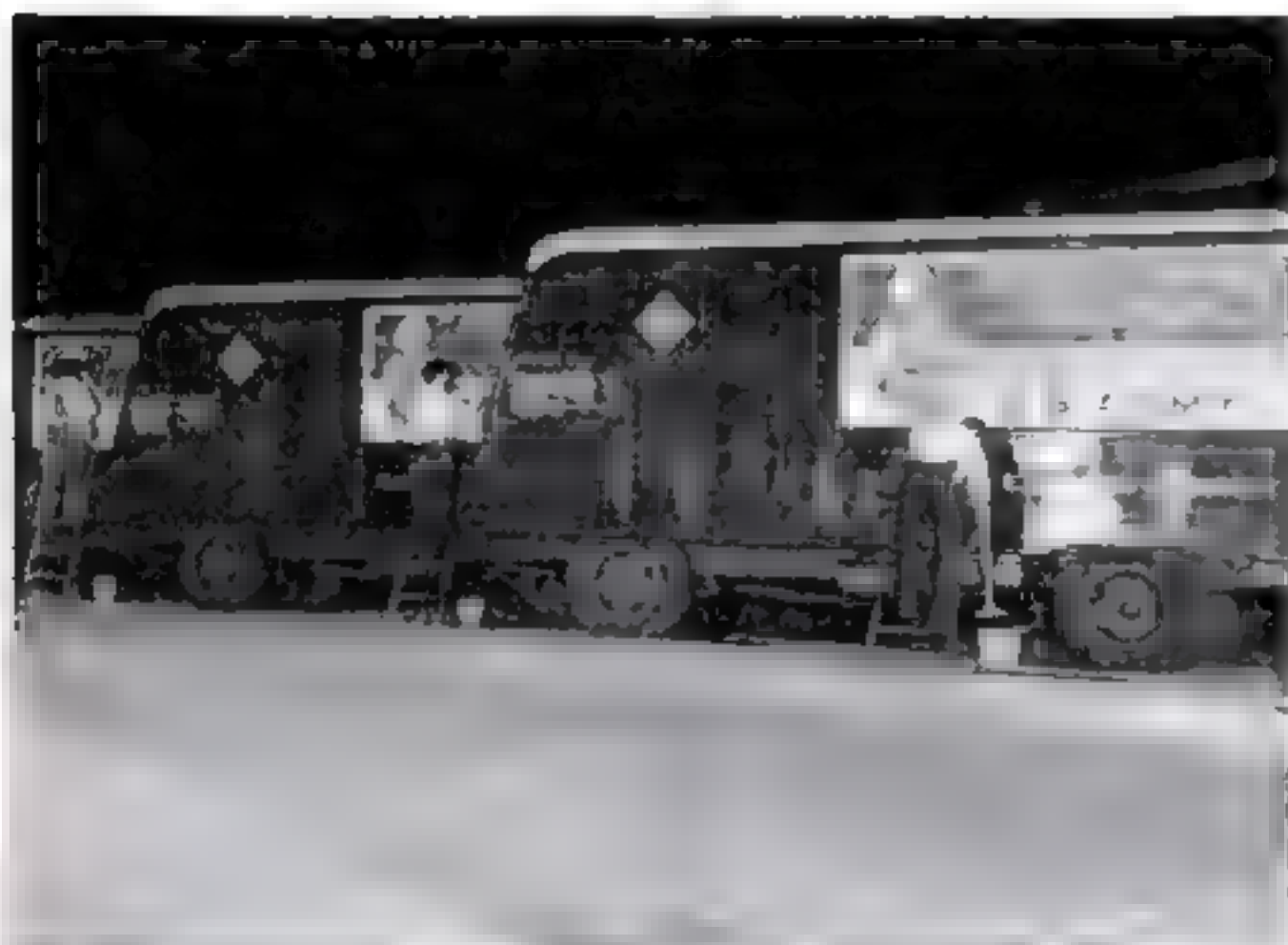
Recruiting sergeant hands literature to a prospective soldier. They are standing inside the first of the Army's new "mobile stations" introduced last week in the South.

## ARMY PLUGS ITS RECRUITING DRIVE WITH MODERN ADVERTISING METHODS

While Congress milled and toiled in deep debate on conscription, the U. S. Army did its best to fill enlistment quotas by a lively recruiting campaign. Its officers well knew their needs could not be filled by volunteers, for it is an axiom that half the potential soldiers in the U. S. have jobs they are loath to lose and the other half want to join the Navy. Nevertheless Army men went after new soldiers with energy and methods more often seen in show business than in military affairs.

Into the main street of Pelham, Ga. on Aug. 9 rolled a big slick truck-and-trailer bearing on its sides the legend: "U. S. Army Recruiting Service, Mobile Station No. 4-1." Crowds who had come to town that day for a scheduled tobacco auction drifted out of warehouses, gathered around the trailer and listened to the persuasive voice of an eloquent recruiting sergeant. In half a day 24 acceptable new recruits were signed up. Mobile Station 4-1 is the first of 18 trailers now being built to carry the Army's message to places it might otherwise not reach.

Meanwhile from Maine to California Army recruiting posters appeared on fences, in store windows, on billboards. Many a businessman contributed advertising space free of charge. Biggest coup took place Aug. 13 when in terminals throughout the land the Railway Express Agency removed its own posters from its 12,000 trucks and in their place pasted those of the U. S. Army.



Army posters are attached to 1,200 Railway Express trucks in New York City. In other cities and towns 11,000 other trucks were similarly decorated the same night.

CONTINUED ON NEXT PAGE



Strike up the band for new COLA LIFE SAVERS. They bring you, for the first time in candy form, the refreshing, tingly taste of cola.



Nobody loves an onion except the man who eats it. Wise folks tame onion-breath (or other unpleasant breath) with WINT-O-GREENS.



If you're on the look for a tasty mouthful, try COLA LIFE SAVERS. They're cola at its delicious, most refreshing best.



Everybody's breath offends sometimes after eating, drinking, or smoking. Let LIFE SAVERS save yours. 14 delicious mint and fruit flavors. Sold everywhere. 5¢.

● When you visit the New York World's Fair, don't miss the Life Savers Parachute Jump. It's a real thrill!



**CALOX  
MOVIE  
QUIZ  
NO. 10**

**His Famous CALOX SMILE Brings  
millions to A Day with DENTON**

**WHO  
IS HE?**



**CLUES** by Shellah Graham  
Hollywood Movie Reporter

1. What splendid English actor just celebrated his thirteenth wedding anniversary?

2. Who played Sherlock Holmes in "The Hound of the Baskervilles"?

3. Like Bing Crosby and Cary Grant, he uses Calox, too. Who is he?

(Check your answer below. Note a name is at bottom of page.)

**TRY THIS  
FINGER-NAIL TEST  
—PROVE CALOX  
POLISHES  
SAFELY**



A STUNNING SMILE... I haven't often wished for one? Then take a tip from the movie stars. Discover, as many of them already have, how Calox Tooth Powder helps to reveal the *natural* lustre of your teeth!

Prove this by pouring a little Calox on a nail buffer and rubbing your finger nails vigorously. Now look at their *high polish*. Proof that Calox *CLEANS*—without harming the softest tooth enamel! For Calox Tooth Powder contains not only 1 or 2, but 5 *CLEANSING AGENTS* that attack ugly film and surface stain. Brush your teeth with Calox for 30 days. Get that "Hollywood Sparkle"!

**CALOX TOOTH POWDER**

*Try Calox Antiseptic—Refreshes the mouth, sweetens the breath*

\*Boca Rathbone



*Helps your "Teeth shine like the stars" by bringing out natural lustre*

**Now Marie thanks that  
"HOLLYWOOD SPARKLE"!**



1. Marie: "Hollywood! I love it! When are we seeing the sights, I love Harry!"  
Under: "Starting right now... come on, I'll show you how a picture is made."



2. Marie: "Gosh but she's beautiful. And her smile—it puts mine to shame!"  
Under: "Ah, my dear, that's the Hollywood Sparkle! And the secret is Calox, that tooth powder with 5 cleansing agents. Why don't you try it, Marie."



3. Bill: "Wa-a-y... take a look at Marie. Her Hollywood vacation sure has helped her smile!"  
Jack: "Sure has! And did you notice how attentive her old beau, Dick, is?"

**Recruiting (continued)**

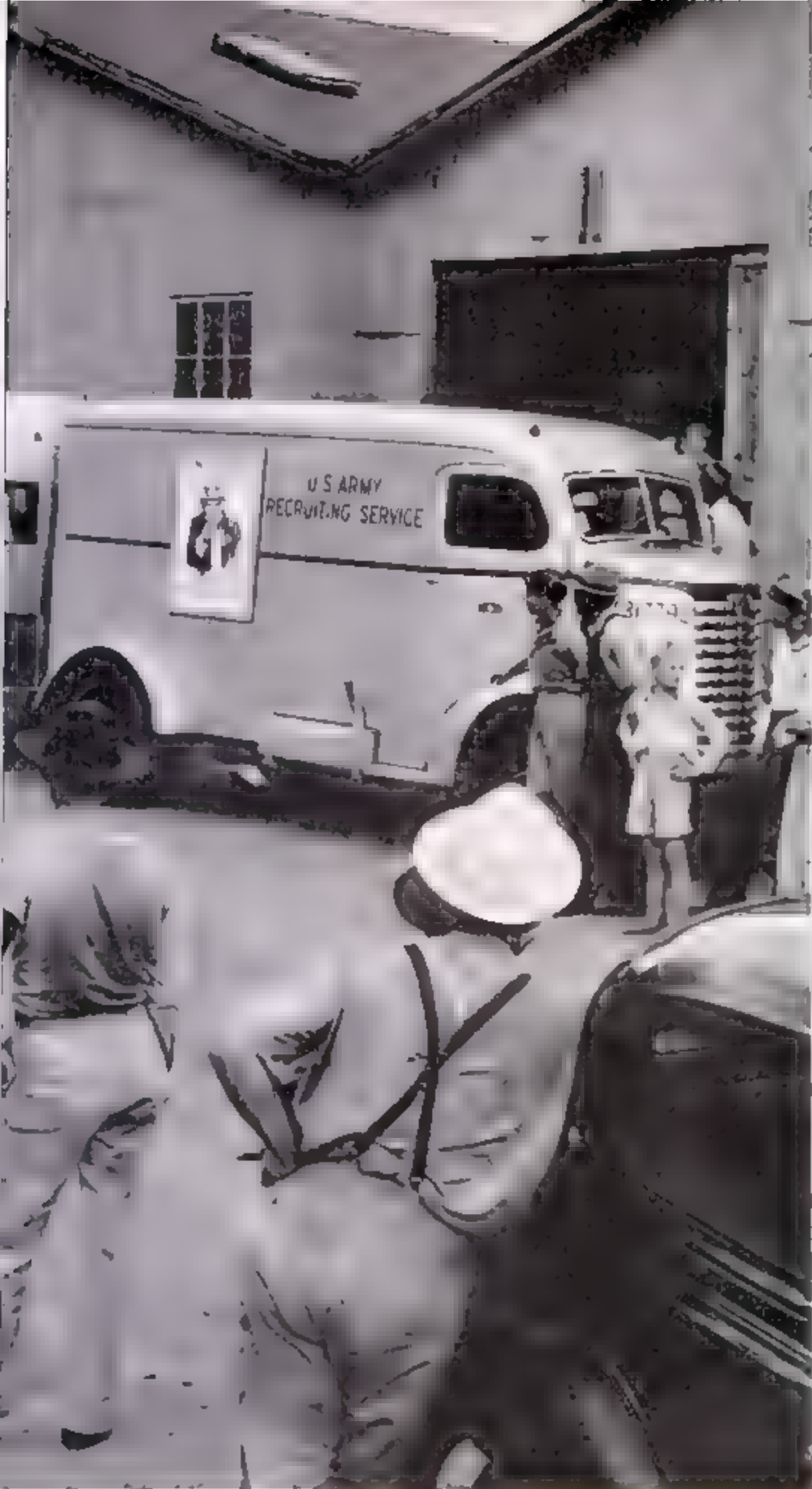


ARMY'S RECRUITING TRAILER MOVES INTO PELHAM, GA., ON DAY OF TOBACCO

Inside trailer a recruiting agent will accept applications for volunteers. Besides sound equipment, the trailer also has a display of army uniforms and equipment for 14.







AUCTION. CROWDS, DIVERTED FROM WAREHOUSES, LISTEN TO LOUDSPEAKER

A recruit is signed up by Sergeant Charles F. Stevens (left). The IV Corps Area—Georgia and seven other Southern States—has the best recruiting record in the U.S.

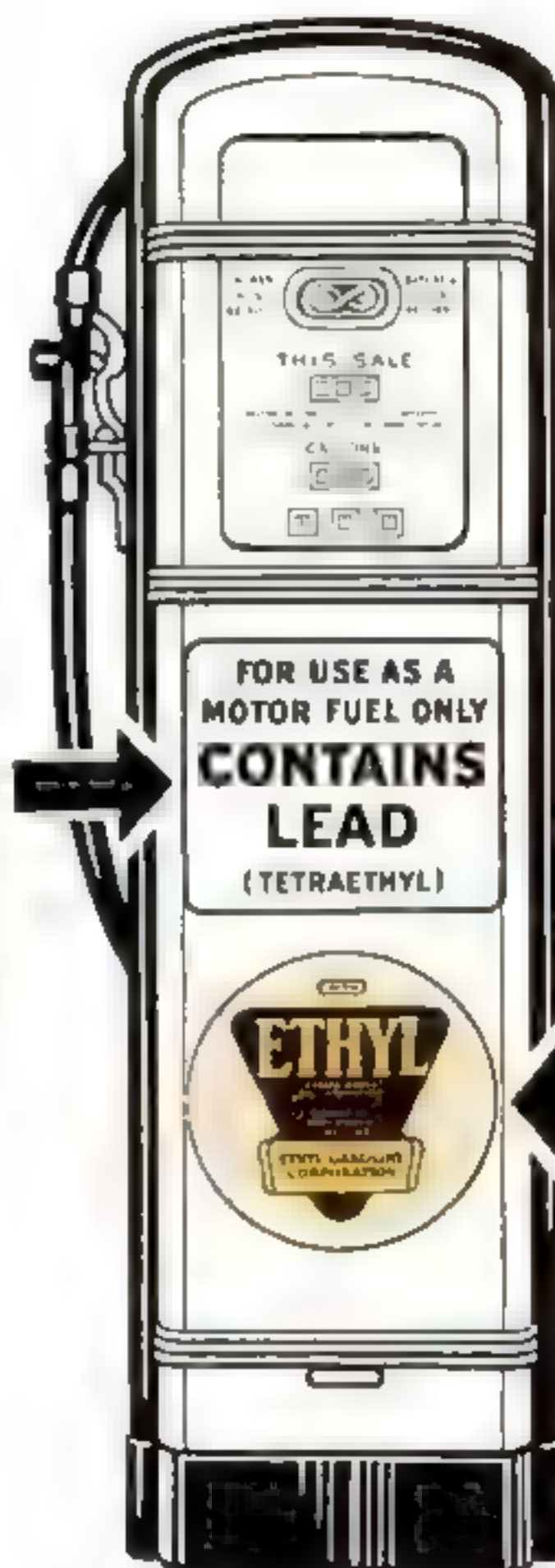


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of improved  
gasoline

**THIS SIGN** on a gasoline pump means that lead (tetraethyl), a liquid, has been added to the gasoline to improve its anti-knock quality. "Leaded" gasoline is sold by dealers throughout the United States and Canada. Lead tetraethyl is manufactured by the Ethyl Gasoline Corporation.



**THE "ETHYL" EMBLEM** on a pump or its globe means that the gasoline contains enough lead (tetraethyl) for highest anti-knock, so that your engine's spark can be advanced closest to the point of maximum power and economy, without "knock" or "ping."

*The better the gas—  
the better your car!*



# GILBEY'S GIN *must be Better..*

it's won the whole  
wide world's  
acclaim for almost  
a hundred years!



The INTERNATIONAL GIN  
distilled by GILBEY in the  
United States as well as in  
England, Australia, and Canada

90 Proof. Distilled from 100% grain neutral spirits.  
National Distillers Products Corporation, New York City

## Recruiting (continued)



Mary Beth Hughes, 21-year-old starlet, lends her charm to the U. S. Marines. She is the first of several girls who will aid recruiting in the Marines' Hollywood office.

## HOLLYWOOD STARLET HELPS RECRUIT MARINES

The Marine Corps has traditionally had less difficulty in filling its enlistment quota than the Army. For one thing it is smaller (34,000 against the Army's 330,000); for another the two-tone blue uniform of the Marine is gayer than the Army's khaki or the Navy's blue. Nevertheless the Corps has not permitted the other services to outshine its own recruiting efforts.

In Hollywood on Aug. 7 Marine Major James P. Schwern asked Starlet Mary Beth Hughes to act as "recruiting hostess" for the day. In four booming hours her blonde peachy presence lured 50 applicants in for interviews—the best day's work in the history of the local office. With the aid of other starlets Major Schwern hoped to sign up 300 recruits before end of the month.



Putting applicants at ease, Mary Beth circulates about the Marine Corps office. She enjoyed her work, so did they. But Navy recruiting officers next door were aghast.



**"LISTEN, YOUNG MAN,  
AUTO-LITE SPARK PLUGS  
QUICK!"**

**IN ONLY 15 MINUTES' TIME HIS CAR RAN LIKE A TOP . . . HERE'S WHY**

[illegible]

"CAN SPARK PLUGS MAKE SUCH A DIFFERENCE?" I asked the state's top racing technician. "You bet there is," he said. "I have ~~seen~~ <sup>seen</sup> ~~many~~ <sup>many</sup> cars that ~~run~~ <sup>run</sup> ~~with a set~~ <sup>with a set</sup> of new plugs that ~~are~~ <sup>are</sup> ~~not~~ <sup>not</sup> worth a cent more than the old ones."



ALIVE WITH POWER NOW! I'm not a man who waits I'm on  
and I'm not a man who waits I'm on  
and I'm not a man who waits I'm on  
and I'm not a man who waits I'm on

## What strange power has the mystery spark to wake up sluggish, spark-weary motors?

ONLY a tiny electric spark leaping across the narrow gap of a spark plug—yet the difference it makes in motorcar performance is often a lot, a sort of amazing.

Car owners everywhere tell how cars, people and, yes, life have suddenly taken on a new life, now start widely and quickly, since with this they pick up and power. In these cases, gas cars, and more and more, take the lead.

The secret of this remarkable *Myzocypris* is produced by a new kind of ~~sub~~ kinesis developed by its swimming legs. It fires with less electrical activity less stream in the tail fan system. Hence a delivery a streamer and more uniform flow of

power at all species = (b) vble, responsive power

Car owners were quick to recognize the outstanding advantages of the new Auto-Lite Spark Plug. No other new spark plug ever won so many awards in so short a time. Leading motor-car manufacturers tested and selected it as standard equipment. Today, more than one out of every four new cars built is factory equipped with Auto-Lite Spark Plugs.

See for yourself why Auto-Lite Spark Plugs have been such a sensational success. Have a set installed in your car. You'll actually be amazed at the difference they can make in performance. Auto-Lite's test to prove them ordinary plugs.



**ONE OUT OF EVERY FOUR NEW CARS** built today is being equipped with Air Purch and Paps. This has over a million manufacturers and the most extensive and convincing tests.



**Ignition Engineered  
by Ignition Engineers**

**THE ELECTRIC AUTO-LITE COMPANY**  
TOLEDO, OHIO • *Merchandising Division* • SARNIA, ONT.

*Change  
to*

# AUTO-LITE SPARK PLUGS



“That’s My R



And it's the habit of 1½ million motorists every day...to stop at the Sign of the Flying Red Horse! Reason: Mobilgas delivers "Balanced Performance"...Mobiloil gives "Balanced Protection"!



# idling **H**abit!"



**I**T'S A *GOOD* HABIT...stopping at that Red Horse Sign. That's where you're sure of your money's worth in gasoline!

For Mobilgas is made to give you *all* good gasoline qualities—not just one or two. It's made to meet *every* demand of your modern, fast-firing motor—in traffic or on the road.

It atomizes instantly, fires evenly, burns completely. Every drop is scientifically clean...*all* pep and power!

No matter what you ask—quick starts; smooth getaway; or long, low-cost mileage—you get it in Mobilgas. Fill up today!

SOCONY-VACUUM OIL COMPANY, INCORPORATED  
AND AFFILIATES—Magnolia Petroleum Co.—General Petroleum Corp. of Calif.

## 8 REASONS WHY MOBILGAS GIVES

*Balanced Performance*

1. Quick starts at all atmospheric temperatures.
2. Fast warm-up—flashing acceleration immediately after starting.
3. Freedom from vapor-lock—no stalling, no “cutting-out” when accelerating.
4. High anti-knock properties.
5. Minimum dilution of crankcase oil.
6. Cleanliness—freedom from dangerous gum-forming and power-clogging elements.
7. Full, smooth power for hills, highways, traffic.
8. Economy of operation every mile.



If you want that  
**Senior Look**  
 at Freshman prices  
better see

# Roblee

SHOES FOR MEN

Feet on the table at a fraternity "bull session," or feet carrying you to the Stadium—here's footwear at which you can point with pride.

Leathers as rich as you feel when the check from home arrives. Fit as friendly as Homecoming Week. Wear as tough as a 1st year freshman.

Look at the styles on this page—they're a bit British, a bit Campus—plenty all right.

You can recognize your Roblee® retailer by the special Roblee display now showing in his window. United Men's Division, BROWN SHOE COMPANY, St. Louis.

**\$5.00 to \$6.85**

Some styles with materials slightly higher



A



B



C



D



E

- A. B865—Scroll medallion plateau blucher, hand-rubbed antique finish. Bear Cat last.  
 B. B847—New high cheek blucher, Autumn red tone, hand-rubbed antique finish. Barclay last.  
 C. B612—Lustrous black calf, new combination leather and rubber heel. Parka last.  
 B613—Same in rich aniline brown.  
 D. B617—Popular monk strap in rich nut brown, hand-rubbed antique finish. Bush last.  
 E. B622—Heavily stitched campus wing, thick rubber sport sole, hand-rubbed antique finish. King last.







THIS IS CHARLIE CHAPLIN AS HYNKEL, DICTATOR AND EGOMANIAC, WHO HAS HIS PORTRAIT PAINTED AND HIS BUST CARVED AT THE SAME TIME

# CHARLIE CHAPLIN'S "DICTATOR"

IN HIS FIRST MOVIE IN FOUR YEARS HE PAYS HIS RESPECTS TO THE WORLD'S MOST HATED FIGURE

Charlie Chaplin hopes that this, his 83rd film, will be his "monument." History may reserve that accolade for *The Kid*, made 20 years ago. But one thing about *The Great Dictator* will assuredly be remembered. In it, with unparalleled genius for mimicry and ridicule, the world's most beloved figure pays his respects to the world's most hated.

In aim, in philosophy, in attitude toward life, Charlie Chaplin and Adolf Hitler are worlds apart. Yet they have some things in common. Both were born in April, within four days of one another, 51 years ago. Both were poor and painfully obscure in youth. Both spent lonesome years of frustration, moving restlessly about, seeking bitterly to find themselves. For a time Hitler lived in a flophouse, Chaplin in a poorhouse. Hitler painted postcards, beat carpets and shoveled snow. Chaplin did clog dances in cheap music halls, trouped with a dingy vaudeville crew. Each attained in his chosen realm success and acclaim beyond fabulous dreams. Each is today known in the remotest hamlet of the world.

Hitler has been called "the very prototype of the Little Man." Chaplin is the "Little Man" too, but a different type. For, if Hitler represents the Power of Evil in our time, Chaplin represents the power of humorous compassion. If Hitler preaches the doctrine of hate and domination, Chaplin preaches the power of pity and love. If Hitler stands for the brute force of the state, Chaplin stands for the maverick, the stray, the helpless individual.

That is the essence of *The Great Dictator*. In it, as

in *Shoulder Arms* many years ago, Chaplin is a bewildered little soldier of the World War. His German officers bully him and the German war machinery overwhelms and all but swallows him. An attack of amnesia releases him. As a shy little barber in the Berlin ghetto, he tries to resume life in a world where little men count only as pawns for the mad aspirations of Hynkel, the dictator. He finds love and sees the persecution of the Jews. His voice—and this is the first time Charlie speaks on the screen—is the only one to cry out in a wilderness of force. Shut up in a concentration camp, he finally makes his escape. Suddenly, by a fluke of fate, he is mistaken for the dictator, thrust high into

the seat of the mighty, grows dizzy with the sense of power. He meets, plots and counterplots with Napoleon (Jack Oakie), neighboring dictator across the border. Finally, at the pinnacle of his career, surrounded by the accouterments of war, he speaks not for hate and conquest but for tolerance and peace.

This is Charlie Chaplin's first picture in four years. Like all his others since 1918, when he first set up his independent studio, it was made in his small plant in the heart of Hollywood. Here the little genius with the fluttering hands and the wistful face reigns supreme. He writes his own scripts, invents his own gags, directs his own actors, cuts and edits his own footage, composes his own music. He may or may not come to the office, and when he comes he may or may not shoot. But his staff is there waiting for him, ready to fly into action when he gives the word. Every detail of the new work, since filming began last summer, has been surrounded by secrecy. Actors and technicians were sworn to silence. Reporters were barred from entrance, dodged on queries. Even every publicity picture had to have Charlie's assent before release, as *LIFE* discovered when without his permission it printed a portrait of him as Hynkel and was sued. Though the temptation would be to ignore this movie while that suit is still pending, *LIFE* feels that *The Great Dictator* is such an important event in the movie world that it owes it to its readers to reproduce herewith the highlights from this film.

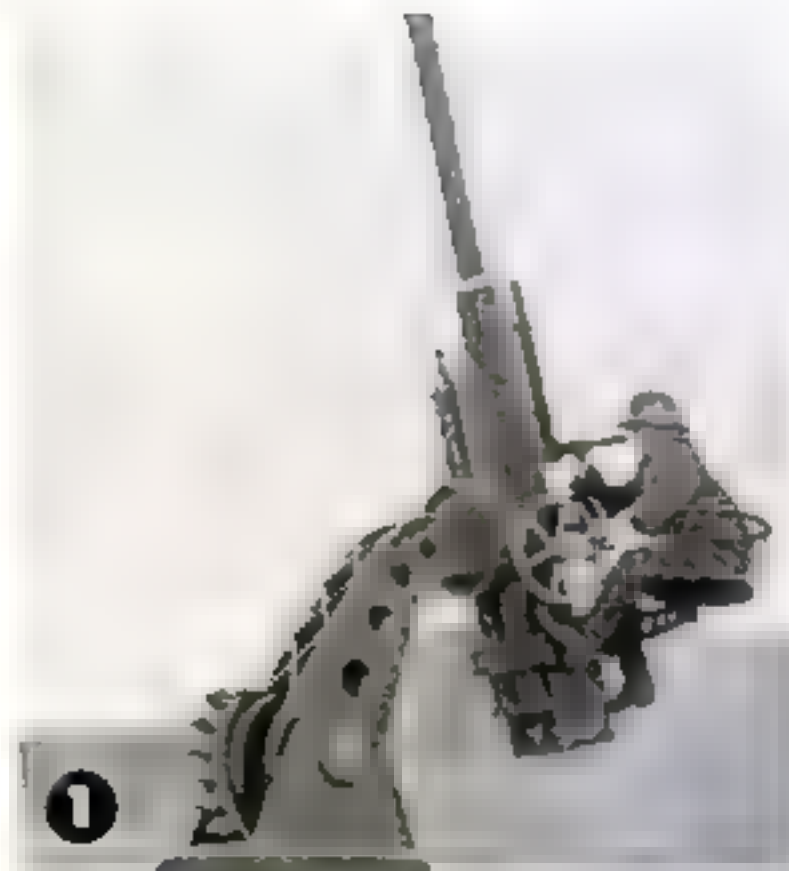


THIS IS CHARLIE AS A SOLDIER IN WORLD WAR

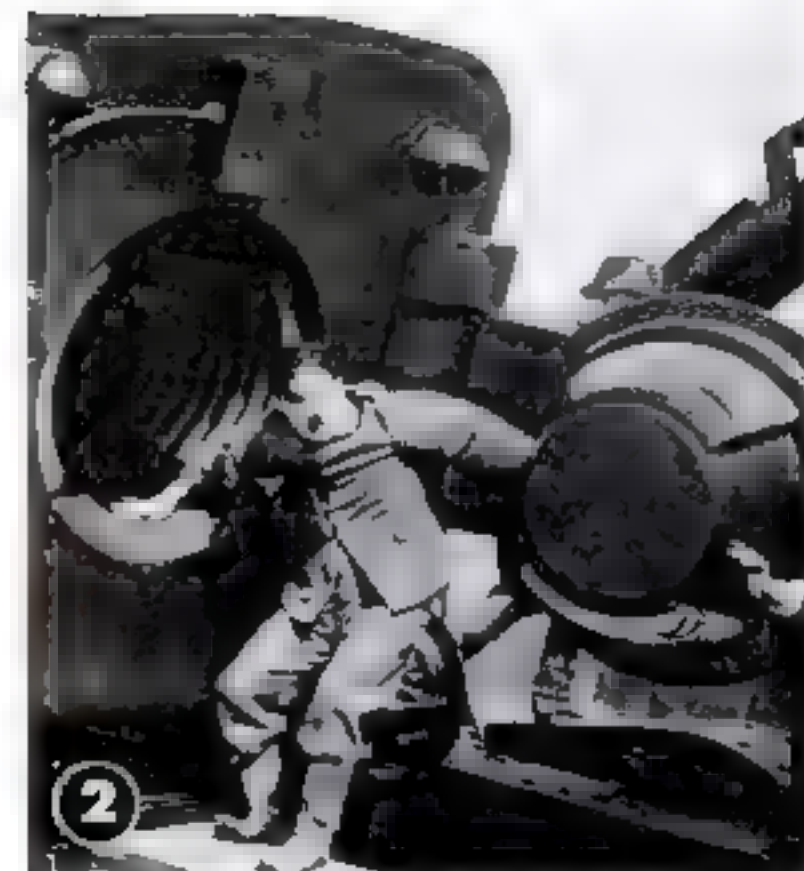




The barber and the scrub girl, played by Chaplin and Paulette Goddard, represent the world's little people regimented by Hynkel, the dictator, also played by Chaplin.



1 Man vs. machine ends in triumph for machine when, at war, Charlie is whirled by this big gun.



2 Cannon fodder is what the little barber literally becomes when rammed into Big Bertha's breech.



3 The barber recovers from amnesia in prison, while Dictator Hynkel takes over the country.



4 Back to the ghetto goes the little barber. He does a Kazatsky dance while Paulette admires.



5 Trouble with storm troopers occurs when the barber witnesses persecution of Jews and protests.



6 It does not pay to talk back to Hynkel's bullies, as Charlie soon learns. He is caught and whisked away to a concentration camp.



7 Barbed-wire fences shut in the little barber as well as Reginald Gardiner, an officer whose life he once saved in the World War.



8 As Dictator Hynkel, Charlie goes to his mountain retreat, sprays his throat to improve his yodel.



9 An accidental ducking is taken by Dictator Hynkel in the lake when his hunting gun goes off and rocks his flat-bottomed boat.



10 A brace of storm troopers play Keystone comedy-cop roles in this sequence burlesquing Hitler's famed mountain hide-out in Bavaria.





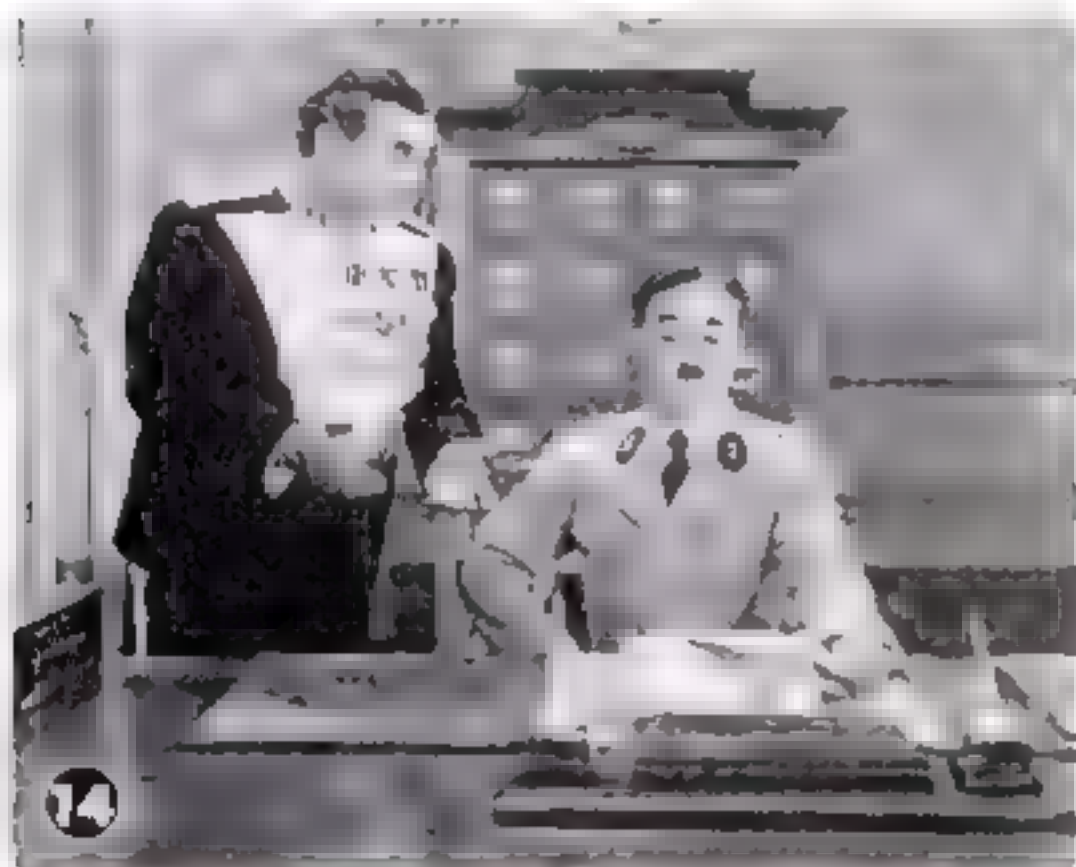
**11** A familiar gag disposes of Hynkel. The little barber of the ghetto, who is his spit and image, is groomed to take his place.



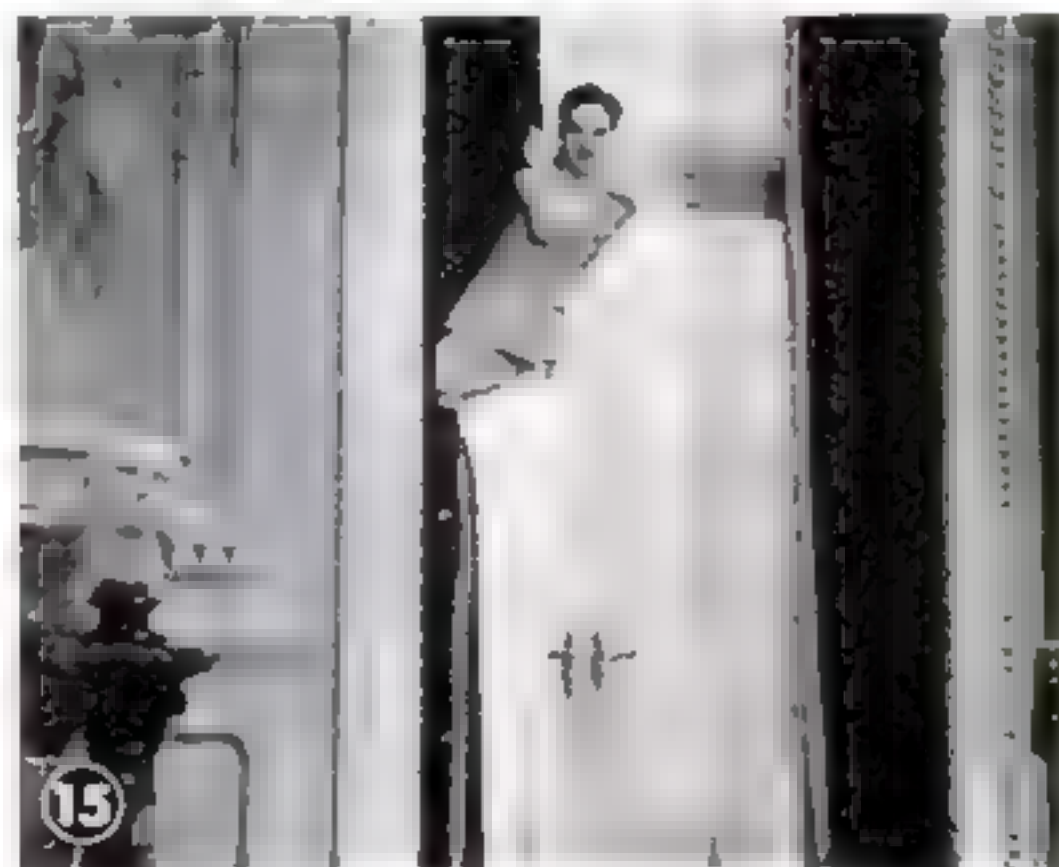
**12** "Hail Hynkel!" say these burly storm troopers in salute, never suspecting that their leader has now been supplanted by the barber.



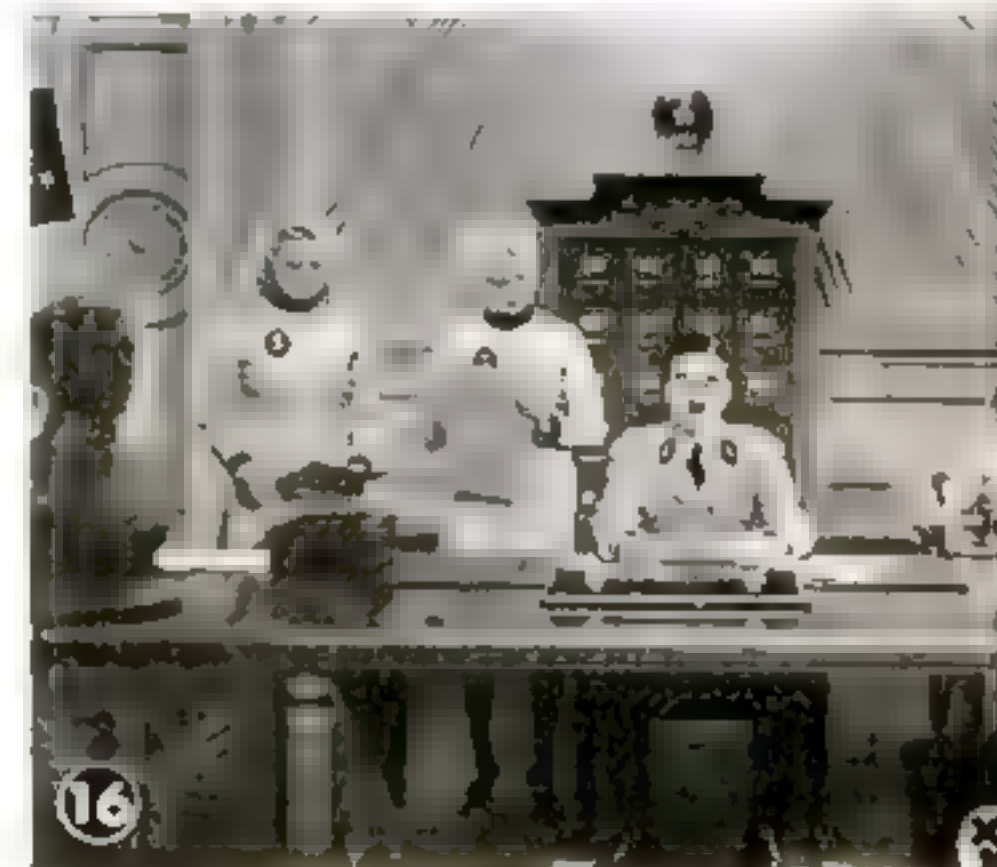
**13** Vast imperial splendor marks the dictator's office. This is a take-off of Mussolini's office (LIFE, May 9, 1938)



**14** Henchman to the dictator is this corpulent aide, whose gaudy uniform and multiple medals patently suggest Hermann Göring



**15** Off the record, the implacable dictator is capable of relaxing in his colossal office and cutting a few capers on the curtains.



**16** Only blondes may qualify as secretaries. They, as well as typewriters and wastebaskets, bear Double Cross.



**17** The dictator speaks to herded masses at a big political meeting. Charlie studied thousands of newsreels to mimic Hitler's gestures.



**18** A good imitation of Hitler's frenzied public addresses is achieved by Charlie in a stream of guttural noises resembling German.



**19** Poses like this gave Charlie ideas for *The Great Dictator*. Burlesques were so funny he decided to film them.



**20** Competition to the dictator comes from across the border when Napoloni (Jack Oakie) arrives to plot with him against Austerlitz.



**21** The visiting potentate is given a grand and glittering procession through the capital's streets before throngs of enforced admirers.



**22** Two dictators vie at being the higher one by having their barber chairs hoisted till both touch the ceiling.





**Palace and ghetto** (*above and below*) form the opposite poles of *The Great Dictator*. The story fluctuates throughout from one to the other. Far from the two pompous palace tyrants who, attired in tawdry splendor, play at tea-clad game of "I am bigger

than you are," whose itch is to bind all mankind to their wills, run the lives of the poor and little people in the ghetto whose only desire is to get a little more for their own happiness. The film ends on a note of hope for all the peaceful people of the world.







Beautiful Carole Lombard, now co-starring in R.K.O.'s "They Knew What They Wanted," has emphatic ideas on what she likes. She says:

"My eyes took no time at all in deciding this: 1847 Rogers Bros.' pattern, 'Adoration', is the loveliest of a long line of 1847 beauties!

"But don't trust my eyes—use your own. See 'Adoration' without fail, and compare it with friends' patterns, with the newest patterns

in the stores.

"Yes, compare it even with the finest hand-made sterling and see if you don't agree—'Adoration,' in its richly rounded contours, its richly etched detail looks like fine sterling.

"Then imagine a whole table set with this lovely 'Adoration.' Can you picture anything more beautiful?"

## "Don't trust my eyes—use yours" says Carole Lombard



Never before, except in solid silver have there been such high-raised curves, such depth of detail as you find in 1847 Rogers Bros.' "Adoration."

Breaking every precedent in the art of silverplate design, this new "Adoration" is repeatedly mistaken for sterling. See "Adoration" tomorrow at your 1847 Rogers Bros. dealer's. Learn how sets or open-stock pieces in this or any 1847 Rogers Bros. pattern may now be had

at the lowest prices in years—and on easy terms. See for yourself that each lovely piece bears the proud year-mark 1847. International Silver Company, Meriden, Conn.

TUNE IN SUNDAY—The Silver Theater Summer Show: "FUN IN PRINT." 6 P.M., E.D.S.T.; 5 P.M., E.S.T., C.D.T.; 4 P.M., C.S.T.—Columbia Basic Network.



# IT'S EASY TO FLY!



**1** So you're going to fly this trip! That's fine! See how easy it is. Just phone your travel agent, any airline or telegraph office. Where to? When? The name? Yes ma'am. Your reservation's made.



**2** Surprise! Your ticket costs much less than you'd think! And there is no tipping. No charge for meals en route. None of those many little extras that ordinarily make travel so expensive!



**3** From your hotel or the Airline ticket office, a limousine whisks you comfortably to the airport. Luggage? Checked through—returned to you at your destination. No handling. No worries.



You step from your car to the waiting airliner. My, it looks big. It is—and roomy! The sky beckons. You board. You're off! You're a mile high on effortless wings before you know it!



**5** You lounge back in your big armchair. How quiet it is—how clean and snug and restful. The colorful map flows smoothly beneath you. You read—play games—or dream. Peacefully!



Mealtime aloft. A trim, trained stewardess or steward serves you a delicious, hot, complimentary meal. Such delightful dining—each course "just what you like." Food never tasted so good!



**7** Bedtime. Great skysleepers are standard equipment on many overnight flights. Your berth is twin-bed size! A mattress soft as moonlight. A lullaby of stars. Such deep, dreamless sleep!



And there you are—rested, clean, refreshed, exhilarated—at your destination. No matter where you live or where you want to go, you can be there in hours, overnight at the most—if you fly.

**YES**, it's *that* easy to travel by air!

Compare the *comfort* of your plane armchair or berth with the comfort you find in any other means of conveyance—and you'll fly!

Compare the *convenience* of going by plane to going by other means—and you'll fly!

Compare the *effortless speed* of your plane with the pace of anything on land or sea—and you'll fly!

Compare the *rest* you get in a plane with the fatigue of traveling other ways—and you'll fly!

Costs less than you think, too! Often less than the fastest first-class surface transportation. Meals are free in the air—no tips, no extras.

You *know* you've planned to try air travel. So next trip—take a plane and learn why *It Pays to Fly*!

Write for the free, illustrated booklet which tells the dramatic story of our great Air Transport service.  
Address: AIR TRANSPORT ASSOCIATION,  
135 South La Salle Street, Chicago, Illinois.

This educational campaign is sponsored jointly by the 17 major Airlines of the U.S. and Canada, and Manufacturers and Suppliers to the Air Transport Industry.

## ASK YOUR TRAVEL AGENT

It's easy to buy an air ticket to any place in the United States or the world. Simply phone or call at any Travel Bureau, Hotel Transportation Desk, Telegraph office or local Airline office, for airline schedules and fares or general information.

IT PAYS TO **FLY**





## FERRYBOAT MAKES 10,000 MILE TRIP ON HIGH SEAS

**D**ream of every ferryboat is someday to jump the humdrum course from slip to slip, point out to sea and steam to some romantic southern port. Just such an escapade was the achievement last month of the Southern Pacific's old ferryboat *Yosemite*. Retired in 1938 by San Francisco's two great bridges, after 16 years commuting back and forth across the Bay, she was bought for \$52,500 by Captain Eduardo M. Saez, retired, of the Uruguayan Navy. One of her dish-shaped bows was fitted with an ocean-going prow, her windows and gangways were boarded up. In April, rechristened the *Argentina*, she churned out of her San Francisco slip for the last time. On July 14, 88 days later, she arrived safely in Montevideo with the world's record for long-distance travel for a ferryboat.

A strange sight on the 10,000 miles of open water between San Francisco and Montevideo, the *Argentina* was mistaken variously for a tanker, dredge and a new type of warship. The first ferry to enter the Panama Canal, she violated all standards by which tolls are fixed and set an unofficial non-warship record of 61 hours for passage. By the time she crossed the equator at the mouth of the Amazon, the *Argentina* had survived Caribbean hurricanes and a full Atlantic gale. With her Odyssey completed, she will assume an international role as auto and passenger ferry across River Plate between Uruguay and Argentina.



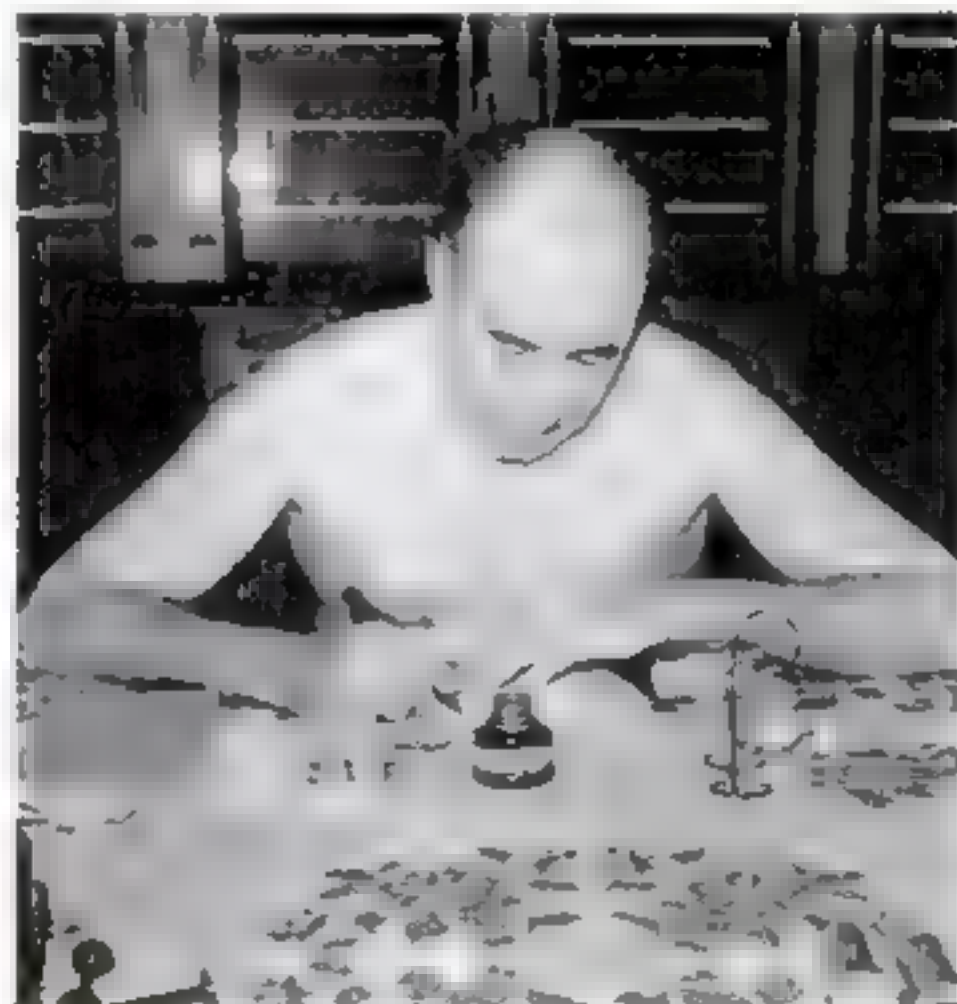
Ten-thousand mile trip from San Francisco to Montevideo is world's record for ferries. Stops were for provisions.

The ferryboat "Argentina" rides toward Golden Gate, her ocean-going prow slicing the waves. Windows and gangways

are boarded up. In left background can be seen San Francisco Bay Bridge, which helped put ferries out of business.



Blessing by priest, invoking protection of St. Christopher, was performed before the *Argentina* left San Francisco.



Skipper was Captain Saez of the Uruguayan Navy. Photographer Richard Dyer went along to take these pictures.



Ferry slip at San Francisco is left behind for last time with farewells by reporters and handful of loyal commuters.

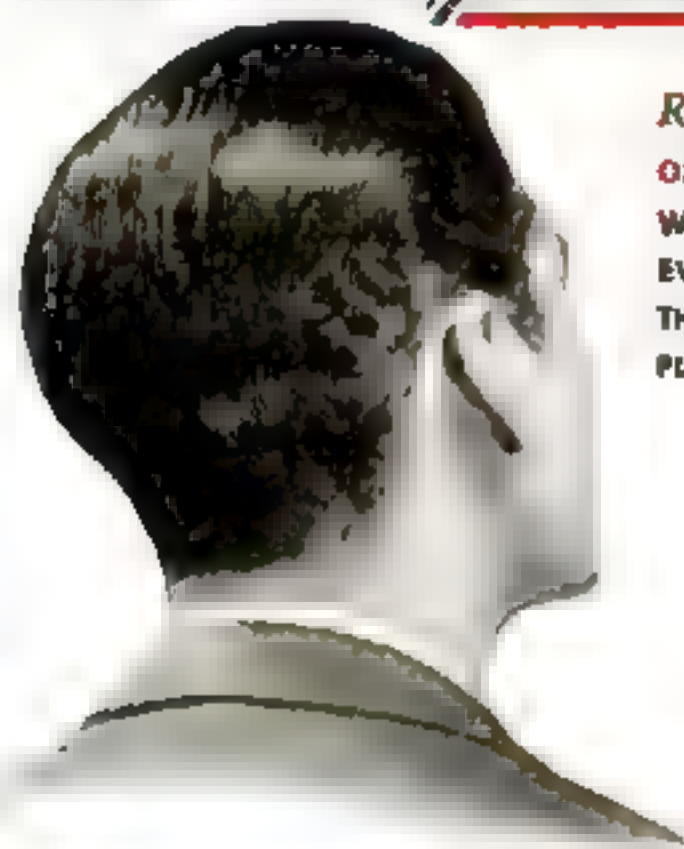


# Our ads neither coax nor hoax—

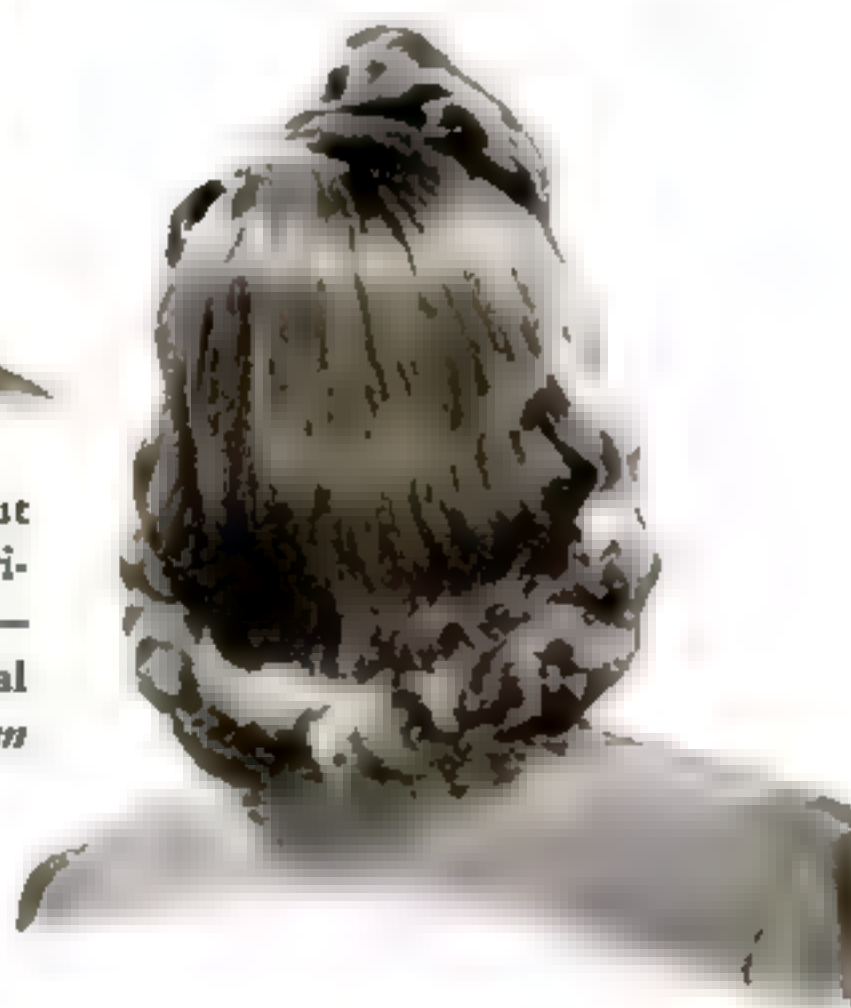
**YOU DON'T** find personal opinions...private research...high-pressure claims...or special pleading...in ads for Philip Morris cigarettes.



Claims or pleas look silly against this vital, proved difference:



*Read it...* summed up in the findings of a group of distinguished doctors: **WHEN SMOKERS CHANGED TO PHILIP MORRIS EVERY CASE OF IRRITATION OF THE NOSE OR THROAT — DUE TO SMOKING — CLEARED COMPLETELY, OR DEFINITELY IMPROVED!**



**SMOKING-PLEASURE** without penalties! Philip Morris' superiority—for the nose and throat—is recognized by eminent medical authorities. *No other cigarette can make that statement!*



**CALL  
FOR  
PHILIP MORRIS**  
*America's FINEST Cigarette*

CREATORS OF FAMOUS CIGARETTES FOR 92 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

## Ferryboat (continued)



At Manzanillo, Mexico, the *Argentina* put in for three days to replenish its oil supplies. The crew, homesick for Uruguay after five months in the U. S., had a joyous time speaking Spanish with the local girls, dancing with them to Mexican music.



**Tropical siesta** on the lifeboat deck browns Ship's Cook José Acosta to a turn. The ferry was a comfortable houseboat. Beds, tables, phonographs lined the space where San Francisco commuters once traveled. Meals were served at commuter's pop bar.



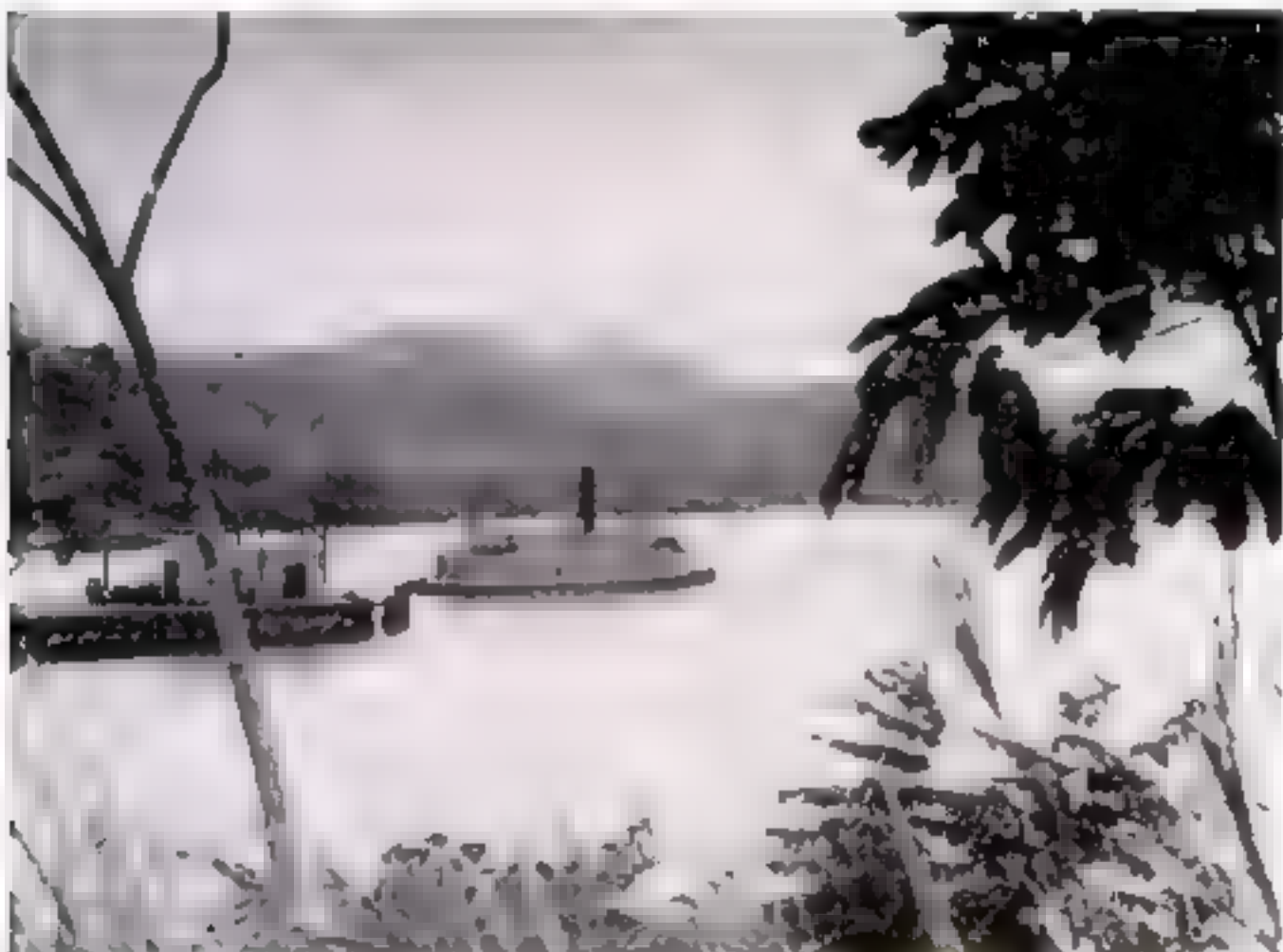
**Laundry** was washed on aft auto driveway with sea slopping aboard. At Acapulco, El Salvador, where *Argentina* stopped to get fresh food, local officials attempted extortion, were pucked ashore (below). Crew ate canned beef until arrival in Balboa.







Deep-sea anchor, one of two weighing 800 lb., was part of the ferry's ocean-going equipment. It took combined efforts of four crew members to swing it overboard from the bow auto driveway. Weighing anchor was an even more momentous task.



In the Panama Canal the ferry's stopping and starting speed helped set its 6½-hour record passage. On the way First Officer Dante Grolieri had words with Capt. Saenz, packed up and started ashore (below). Canal Zone officers sent him back ahashed.



CONTINUED ON NEXT PAGE



## "RIGHT ON THE DOT!"

COMMERCIAL AIRPLANES fly astonishingly true to schedule because they utilize the best mechanical assistance that modern science provides . . . from the most delicate instruments to the sturdy storage batteries on which they depend for unfailing electrical help.

The airlines select their equipment with an eye to efficiency and long-range economy, which accounts for the fact that so many of them use dependable Exide Batteries.

Their experience with Exides is a safe and sound guide to you when you need a new battery for your car. But before you buy *any* battery, learn whether yours is worn out or merely run down; have it tested, free, on the Exide Sure-Start Tester wherever you see an Exide Dealer Sign.

THE ELECTRIC STORAGE BATTERY CO.,  
Philadelphia The World's Largest Manufacturers of Storage Batteries for Every Purpose  
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WHEN IT'S AN  
**Exide** YOU START



# NOW YOU CAN LIVE *Upstairs OR Downstairs* WHEN YOU TRAVEL



Every homelike comfort right there! Whether you live "up or down". A long soft sofa which opens at night into a broad bed. Your own toilet facilities... washstand... mirror... folding table for writing or meals... and virtual air-conditioning. Its cost? Surprisingly little for such comfort and luxury.



Ever see anything like this in your travels? Very novel! And *most* comfortable. "Duplex Rooms" they're called... private rooms on two different levels of a Pullman car. An exciting innovation which Pennsylvania Railroad presents in a great fleet of trains speeding on the shortest route between East and West.



← This diagram shows how upper and lower rooms dovetail. The daytime and nighttime arrangement is clearly depicted. Notice that the sofa has a well-tufted center arm rest, which may be folded back if you wish. How about head room? No stooping no matter how tall you are! Day or night, plenty of room to move about.

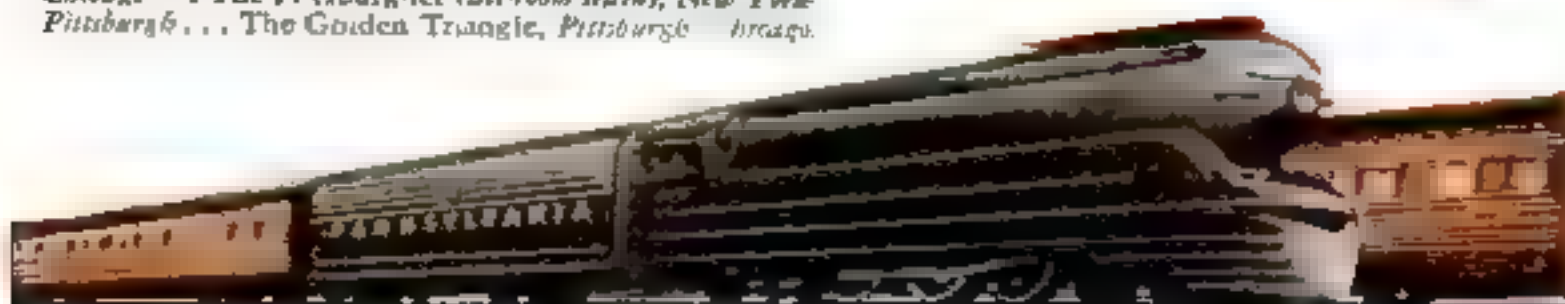
But that's not all! Enjoy other modern Pullman private rooms, too! Roomettes, Bedrooms, Compartments, Drawing Rooms, Master Rooms. In addition to spacious Section Sleepers and *Luxury Coaches* with soft, reclining seats on all but all-room trains. What's more, however you go, Pullman or Coach, you pay surprisingly little, as fares never were lower! So go on the Pennsylvania—more luxury at less cost!

Ask about Low Fares

## PENNSYLVANIA RAILROAD

SHORTEST EAST-WEST ROUTE

Route of "The Luxury Fleet"... Broadway Limited (all-room train) and The General, New York, Philadelphia, Chicago... Spirit of St. Louis, New York, Philadelphia, St. Louis... Liberty Limited, Washington, Baltimore, Chicago... The Pittsburgher (all-room train), New York, Pittsburgh... The Golden Triangle, Pittsburgh, Chicago.



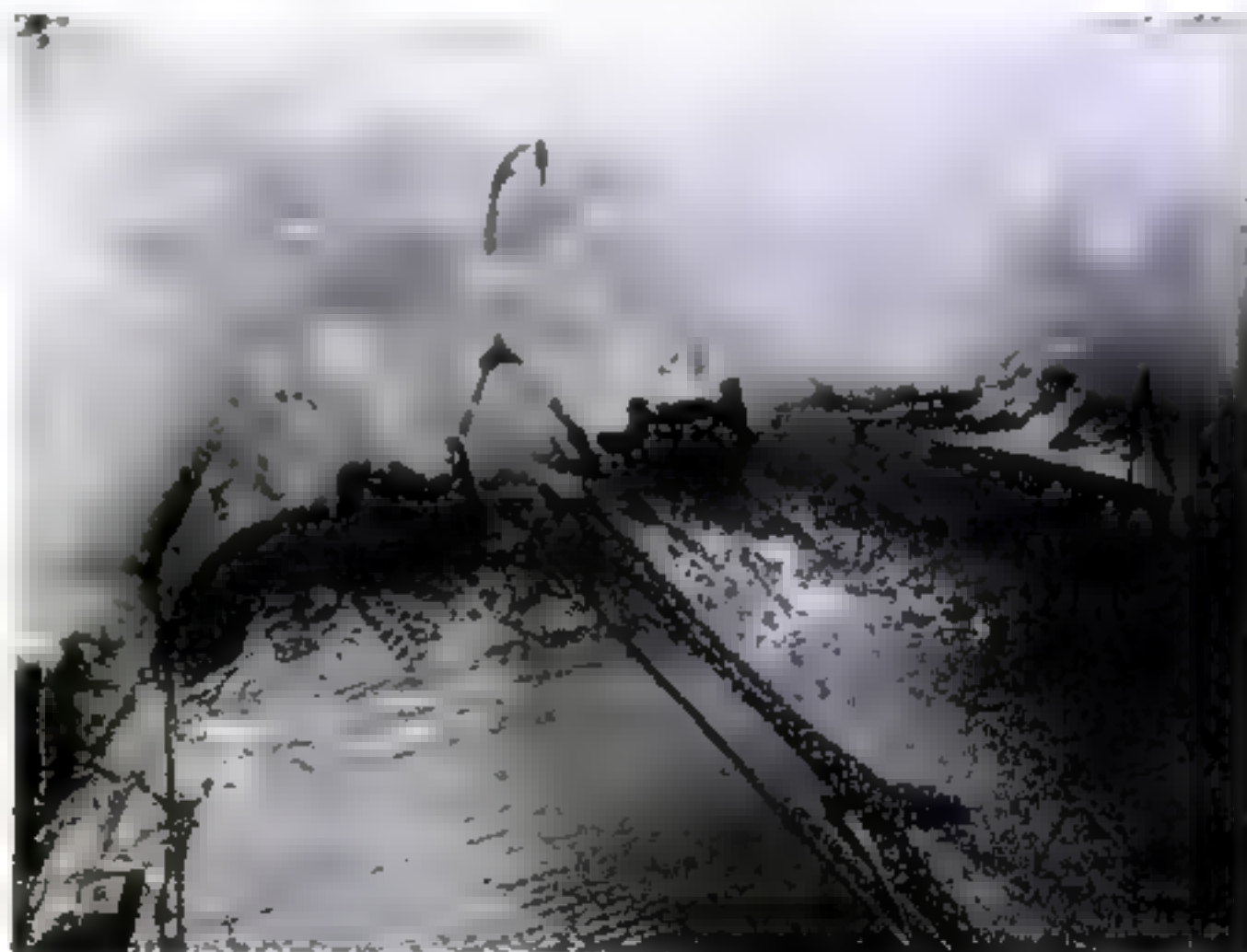
Ferryboat (continued)



Sounding lead was heaved from special "bridge" built outboard from the lifeboat deck. Navigational equipment was otherwise limited to old-fashioned magnetic compass and sextant. Ferry's radio was used chiefly to keep in touch with war news.



In Caribbean the *Argentina* poses for a sunny portrait. The *Argentina* found clear marking with name and Uruguayan flag a good insurance. Approaching Trinidad's Port of Spain by night she was stopped seven times by alert British patrol ships.



A Caribbean storm buries the ferry's prow in a heavy sea. The *Argentina* survived one 70-mi. hurricane with a sprung plank the only damage. A Pan American Clipper (below) met the *Argentina* in the Amazon delta near the Brazilian port of Pará.







At Pará, Brazil, the *Argentina* was allowed to dock at midnight after waiting in the roadstead all day. Suspicious police jailed three crew members who went ashore to expedite docking, confiscated Photographer Dyer's camera after he took this picture.



In the Amazon's mouth the *Argentina* sailed through this dreamy tropical landscape at dawn on its way out from Pará. In the Atlantic the ferry ran into heavy seas, soon found itself running low on fuel, the result of an official's "mistake" in Pará.



Lifeboat is launched after shore reconnaissance to get bearings, 200 mi. south of Pará. Arrival in Montevideo (below) was hailed by battery of press photographers. *Argentina* is now in drydock, will soon go into Montevideo-Buenos Aires service.



## You can feel quick refreshment

any time you brush your teeth



Brushing your teeth can be the *quickest, pleasantest* of daily routines. Morning and night or any time you choose . . . brush your teeth and gums with cool, minty-flavored Squibb Dental Cream. You can *taste* its tangy difference on your tongue . . . actually *feel* its exhilarating action . . . as it *cleans and refreshes*.



And how it *cleans*! Under the brush you feel the *cool, minty cream* spreading through your mouth . . . around the gum line . . . as you brush away stale deposits. And the concentrated *acid-neutralizing* Squibb Milk of Magnesia\* helps to *freshen and sweeten* your mouth.



The more often you use Squibb Dental Cream the more good it does you . . . Squibb Dental Cream was developed by the Squibb Laboratories in cooperation with members of the dental and medical professions to produce the *best possible home aid* in the preservation of your teeth and prevention of decay. . . . Get a tube—today.

\*Squibb Dental Cream contains concentrated Squibb Milk of Magnesia. An utterly safe cleanser. A valuable anti-acid.

## SQUIBB DENTAL CREAM

Taste and feel the refreshing difference!



Mansfield  
FAMED FOR FIT

**Mansfield**  
FAMED FOR FIT

FOR FIT

CRANSTON  
Quarter Brogue

**Mansfield**  
FAMED FOR FIT

\$5.00  
TO \$6.50

'41: Step lively, frosh. On your feet.  
'44: That's easy. I wear Mansfields.  
'41: Ah, you learn quickly, I see. I wear 'em, too. Name your style  
'44: A Brogue, called Cranston, sir. What's yours?  
'41: Ranger, youngster, Ranger. Note the bootmaker finish.  
'44: Mansfields fit both my feet and budget.  
'41: That goes for the whole fraternity, fella'. And thank your good shoese. It saved you ten swats

MANSFIELD SHOES \* WHITMAN, MASS.

**W**hen England was great and impregnable, the late Sir John Everett Millais did the painting below of the Knight Errant cutting the bonds of a nude lady, presumably foreign, in distress. Today hard-pressed English knights have enough to do to defend England and English ladies. Last week they released the picture at bottom with the caption: "Now, as in the time of Millais' famous picture, our soldiers are ready to assist Beauty in distress. Barbed wire can cause a modern girl quite a lot of trouble when she is going down the beach to bathe, as this girl discovered." The barbed wire now lines some 400 miles of England's coasts.



## Who's an old Fogey?

• There is no excuse for the old-fashioned notion that toilet bowls must be scrubbed and scoured. This picture of a woman using Sani-Flush appeared 28 years ago. From that time to this, a simple chemical compound has kept toilets sparkling clean—without musing or fussing.

## Sani-Flush

**CLEANS TOILET  
BOWLS WITHOUT  
SCOURING**



● Sani-Flush removes rust, stain and incrustations from the toilet. You don't have to touch it with your hands. It even cleans the hidden trap. Cannot injure plumbing connections. (Also effective for cleaning out automobile radiators.) See directions on can. Sold by grocery, drug, hardware and 5 and-10c stores. 10c and 25c sizes. The Hygienic Products Co., Canton, O.

Camera fans over America are invited to submit their news and human-interest pictures to LIFE's Contributions Department. Here they receive equal attention with those of professional photographers.

## LIFE

**Time and Life Building**  
**Rockefeller Center      New York City**

Your skin feels softer and smoother after a dash of cool, bracing Aqua Velva—the world's most popular after-shave. Try it!

For a generous free trial bottle, write  
Aqua Velva, Dept. CA-32, Glastonbury, Conn.  
Offer good in U. S. A. and Canada only.

## IVY POISONING

Get quick happy relief from the stinging fiery itch, and thus aid healing, with active, soothing

## RESINOL OINTMENT AND SOAP





## "WELL . . . GOOD NIGHT, FOLKS!"

*"So-o-o comfortable! I can still hear the bumble-bumble of grown-up talk. But I just can't keep awake in this new sleeper suit. It's as soft as my snuggling Teddy Bear. Ha-hum . . . Pardon me!"*

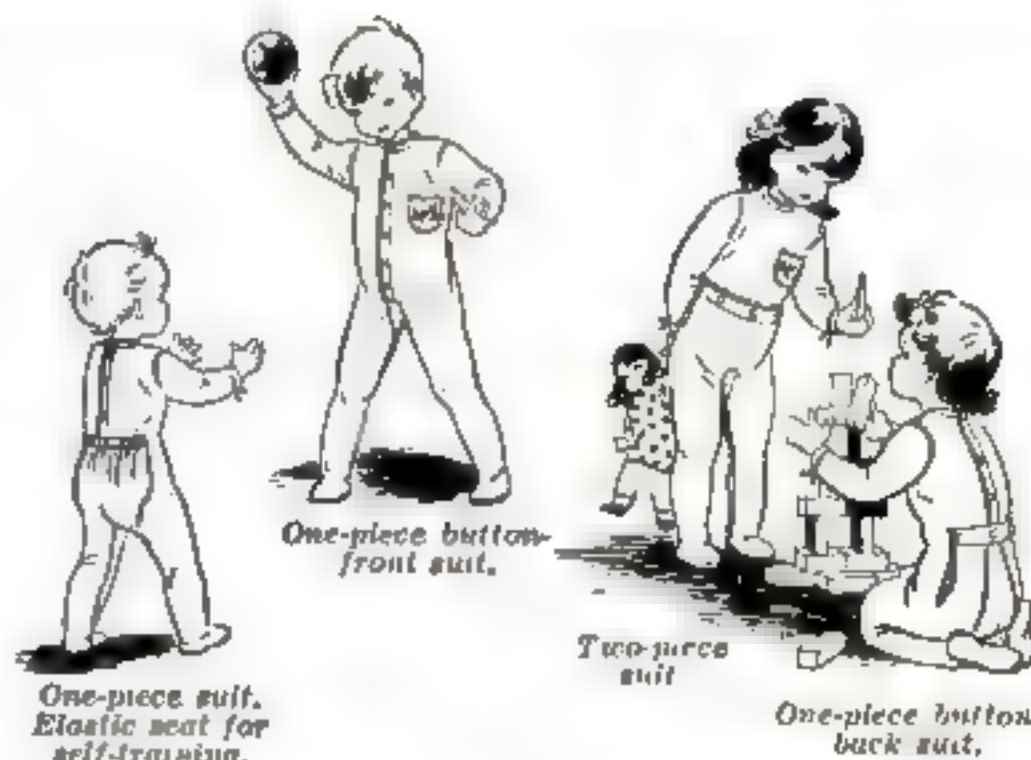
He's right! HANES Merrichild Sleepers are made from the finest cotton . . . knitted into fluffy, fleecy little garments that cuddle around a baby's skin. They're streamliners to slumberland.

As the makers of famous HANES underwear for men and boys, HANES can offer you these quality knitted sleepers at reasonable prices. HANES Merrichild Sleepers are double-soled for tiny, scuffling feet. Buttons that might be chewed are

flexible rubber. Flat-lock seams are soft . . . planned for sleep . . . without any possibility of an irritation that might awaken baby. So Mother also gains unbroken rest.

**POPULAR STYLES FOR YOUR CHOICE.** The romping youngsters, at the right, tell you the wide variety of HANES Merrichild Sleeper styles. Made in pink and blue—in lovely pastel shades. Zipper, button and buttonless fronts. One-piece and two-piece suits. Some have elastic seats for self training. Pick the style that suits your child best. Then get them at your leading store *and save!* P. H. Hanes Knitting Co., Winston-Salem, North Carolina.

**89¢ to \$1.19**  
THE SUIT



**Merrichild**  
**SLEEPERS**

—FASHIONED BY THE MAKERS OF FAMOUS HANES UNDERWEAR FOR MEN AND BOYS



# THE WHITE HOUSE IN COLOR

## THESE ROOMS MAY HAVE NEW TENANTS IN 1941



THE WHITE HOUSE WAS DESIGNED IN 1792. SOUTH PORTICO, SHOWN HERE, WAS ADDED IN 1824

At 1600 Pennsylvania Avenue in the city of Washington stands the White House, physical symbol of the executive authority which governs this crownless, throneless, scepterless land. Here in stately simplicity, 31 of 32 American Presidents have dwelt. Here after Jan. 20, 1941—unless its present occupant obtains the first twelve-year lease in the history of this ancient home—a new tenant, the 33rd President of the U. S., will come to live.

Privacy is the rent a first family pays for this abode. The White House is a monument to government of the people, and the people reserve the right to inspect its public rooms any weekday between 10 and 2 o'clock. From time to time America's press is given the privilege of photographing not only its public halls and corridors but even its pantries, kitchens, backstage nooks and private living rooms upstairs. LIFE's Photographer Dmitri Kessel received permission to picture the White House in color. On the following pages you see the extraordinarily handsome results he obtained.

The White House stands today a successful synthesis of all the decorative fancies of the last 140 years. John Adams, its first occupant, found his "Presidential palace" chilly and bare. He had to wait several months before Congress appropriated \$15,000 to furnish it. John Quincy Adams installed a billiard table. The first bathroom was installed by Hayes, electric lights by Benjamin Harrison, air conditioning by Herbert Hoover and a swimming pool by Franklin Roosevelt. Realty value of the White House as of 1940 \$20,000,000.



THESE STEPS LEAD TO PRESIDENT'S PRIVATE STUDY



BIG EAST ROOM IS AT END OF THIS MAIN HALL



HERE ROOSEVELT GETS HIS MAIN FORM OF EXERCISE



MODERNIZED KITCHEN HAS ALL ELECTRICAL EQUIPMENT



MOVIE PARTIES ARE GIVEN IN THIS UPSTAIRS HALL



RECENT ADDITION IS NEW SERVANTS' DINING ROOM





The President's study, oval-shaped like his office in the Executive Wing, is on the second floor over the Blue Room. Here the first White House New Year's reception was held

in 1801, and here Abraham Lincoln read a chapter of the Bible to his family every morning before breakfast. Franklin Roosevelt, who likes to stretch out on couch at lower-

left corner and dictate to secretary at bridge table, has decorated the room with ship prints and models, a Blue Eagle wastebasket, a lion skin from Haile Selassie's brother.



The upstairs hall, lined with 1,000-odd books, also contains a portrait by Luis Cadena of the man who drove George III out of America, flanked by recently acquired photographs of George VI and his Queen. Here Franklin Roosevelt, family and friends see their movies.



The President's study desk is hardly less trinket-littered than his much-photographed office desk. Desk, made of oak beams from H. M. S. *Resolute*, was gift to Rutherford B. Hayes from Queen Victoria. Books on desk include Bible, *World Almanac*, Bartlett's *Familiar Quotations*.



## WHITE HOUSE (continued)



**The East Room** is the White House's great hall, 87½ ft. long by 45 ft. wide. Here Nellie Grant and Alice Roosevelt were married, funeral services were held for William

Henry Harrison and Zachary Taylor, the bodies of Abraham Lincoln, William McKinley and Warren Harding lay in state. Here also William Howard Taft once found Theodore

Roosevelt taking a jujitsu lesson, bet that the little Japanese teacher could not throw his own 340 lb., lost. Portraits of Martha (right) and George Washington adorn the walls.



**The private dining room**, for family meals, adjoins the State dining room. It is square and relatively small, has a vaulted ceiling and a portrait of John Tyler, the 10th President, on the wall. The room is furnished in mahogany Chippendale with red rugs and velvet draperies.



**The State dining room**, second biggest room in the White House, can accommodate 107 people at a horseshoe table (not shown). The table shown seats 26. Calvin Coolidge and Herbert Hoover, who put the Cogswell portrait of Lincoln over fireplace, dined here regularly.





**The Blue Room** is generally rated the most beautiful in the White House. Its walls, with white-painted wainscoting, are covered with curled blue-silk rep. On the mantel

is a figured clock thought to have been a gift from Lafayette to George Washington. Here are usually held the routine Presidential receptions. Army and Navy, judi-

ary, diplomatic, Congressional Ambassadors presenting their credentials were ordinarily received here until informal Franklin Roosevelt transferred this ceremony to his office.



**The Green Room**, for informal receptions, was used as card room by Monroe. Last redecorated in the Coolidge Administration, its furnishings are now mostly early American. The Aubusson rug is adorned with the U. S. coat of arms. Portrait is of John Quincy Adams.



**The Red Room**, once known as the Washington Room, has damask-covered walls and furnishings. Formerly used as a reception room for State dinners, it now serves same function for smaller affairs. Hayes took his oath here on Saturday night, because March 4 was Sunday.





**The West Lounge** on the second floor has been the Presidential family's private sitting room since Theodore Roosevelt's day. Here friends, as opposed to official visitors,

retire for coffee and conversation after dinner in the private dining room. Adorned with family portraits, it is obviously furnished for comfort, not show. It is just off the

President's bedroom. Here the Roosevelt family conferences are held; here Mrs. Roosevelt presides at breakfast; here the President has read Dickens' *Carol* each Christmas Eve.



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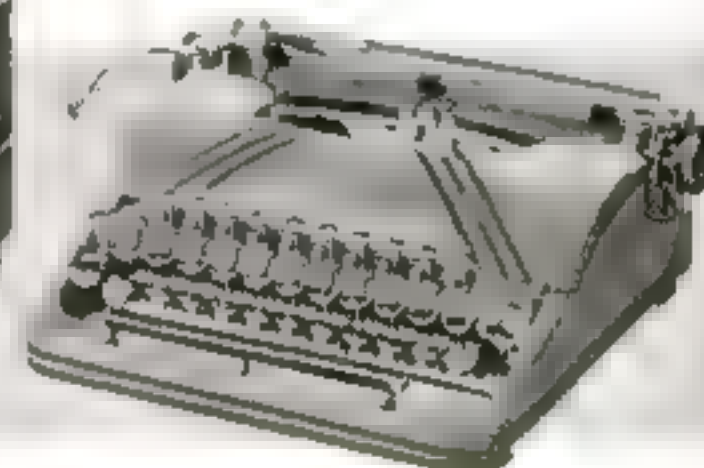
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# THE QUINTUPLETS

## THEY ENTER THE AGE OF REASON

For the five little Dionne sisters of Callander, Ontario, their First Communion on Aug. 15 was a milestone of profound importance. It carried with it the official acknowledgment of the Roman Catholic Church that the Quintuplets in their seventh summer have attained the age of reason. Scientifically as well as canonically they are no longer babies lacking a moral sense of right and wrong. Their guardians from now on must prepare for the day when the Quintuplets will have to face alone the consequences of the accident of their birth.

Chief current consequence is still the relentless curiosity of their fellow men. Every day during the tourist season it brings thousands of people for a three-minute glimpse of the Quins at play. It provides a thriving industry for relatives and neighbors and pours millions in tourist dollars into the Provincial and Dominion treasuries. Deposited in the Quins' own name is nearly \$1,000,000 derived from careful exploitation of this curiosity, which may some day free them of the obligation or temptation to exploit it themselves.

By all doctors and psychologists who have investigated them, the Quins have been found to be entirely normal children. Their average height (45½ in.) and weight (51 lb.) make them big girls for their age. A psychological inventory shows them to be cheerfully extroverted, alert and full of the natural curiosity of their six years. Only in one respect are they backward. Like most products of multiple births, they have developed their own system of communication with one another, speak with limited vocabularies in their native French-Canadian patois.

Scientifically at this age of reason the Quins are of

most interest in terms of their strange environment. The sum of \$53,000, about one-quarter of their income, is necessary to cover the salaries of the many adults involved in their welfare and the expenses of the Dafoe Hospital. There, attended by a staff that includes a cook, two maids, three guards, two trained nurses and a governess, the Quins live the year round in thoroughly supervised isolation from their contemporaries. They see little of their own family and have ventured beyond the fence that encloses the hospital ground only once, for their reception last year by the King and Queen.

The day's routine at Dafoe Hospital has the character of a religious boarding school. Every scheduled minute of the day is devoted somehow to the Quins' improvement. The only period allotted to undirected play is in the observation grounds under the eyes of tourists. Their first year of formal classes has given them the normal literacy of 6-year-olds and, combined with the creative play of their pre-school years, has continued the cultivation of their artistic interests, particularly in music.

Like almost all twins, triplets and quadruplets, the Quins are an intensely loyal and coherent group. They speak of themselves always in the third person as "*les jumelles*" ("the twins," as French lacks an equivalent for quintuplets). The greatest and only punishment for misbehavior is isolation from the rest of the group. Their team spirit, displayed in their movie and radio appearances, shows up naturally in the observation ground, where they always give their public a happy performance.

Against the uniformity of their background each of the Quins has managed to elaborate her own

distinct personality. In left-to-right order in which they appear on the page opposite, Cécile, the diletante, learns easily but loses interest quickly; Yvonne is the leader with initiative; Marie has caught up with her sisters in growth but is still the slowest of the five; Annette has developed the most marked musical talent; Emile, left handed, is the prankster.

Their formal schooling has begun in compliance with Ontario statutes. But it will never constitute a real education until the children can be exposed to the rough and tumble of life with less-supervised contemporaries. In their physical isolation they have developed no immunities to the children's diseases that they have not yet caught. They have, in the same way, developed no social immunities to the unprotected existence that they will some day have to face.



"NURSERY OF DIONNE TWINS" IS DAFOE HOSPITAL



Tourist crowds on Sundays in the summer still reach the 8,000 mark, although the hysteria that attended their first

year has died down. A highway leading in from Kings Highway 11, main road north of Toronto, has replaced the

rattled wagon road of six years ago. Souvenir pavilions are owned and leased out by shrewd Father Oliva Dionne.



## THE QUINS (continued)

# THEY ARE UNIQUE MEDICAL PROBLEM

The Quins during the last two years have grown somewhat less pretty, with broad cheekbones that indicate their sturdy French peasant heredity. Careful studies have definitely established that they are identical, that they are the product of the multiple twinning of a single ovum. Their portraits are here arranged in the accepted order of their relationship in that process. Yvonne and Annette were twinned from one of the two eggs produced in the first twinning. The second egg twinned to produce Cécile and another egg that twinned again to produce Emile and Marie. There was no sixth Quin. For their doctors they provide a unique medical problem. As identical Quins they are prone to identical ailments at identical times. A case in point was their simultaneous infection with tonsillitis which, in November 1938, necessitated five simultaneous tonsillectomies.



Yvonne, at one time the biggest of the Quins, is now the smallest. She still looks biggest and resembles Annette most closely.



Annette, with a front tooth missing, tried hard not to smile for this portrait. All the Quins have now begun to shed milk teeth.

QUINS GET UP AT 7:30 IN THE MORNING. DRESS TOGETHER IN THE BIG BATHROOM



Breakfast with hair in curlers is eaten at 8 a.m. under supervision of their governess (below, right) and one of the two nurses. Menu is cereal, bacon, eggs and as much milk as they please.

BRUSHING AND CURLING OF QUINS' STRAIGHT HAIR TAKES 45 MINUTES TWICE A DAY



Quins' bare feet explode rumor that they have web toes. Actually one of the evidences of their identity is a partial fusion of second and third toes, found only in one in a 1,000 people.







**Cécile**, sister the prettiest, is now the biggest of the Quins. She bears resemblance to both parents, looks most of all like Yvonne.



**Emilie** is considered the plainest looking Quin. Left handed and with a hair whorl that goes clockwise, she is mirror image of Marie.



**Marie** has caught up in growth but she is still the slowest and is handicapped by weak eyes (*below*).

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MARIE'S EYES ARE EXAMINED BY DR. WILLIAM HILL OF TORONTO. HER LEFT EYE SHOWED IMPROVEMENT, HER WEAKER RIGHT EYE NONE. SHE WILL NEED GLASSES.



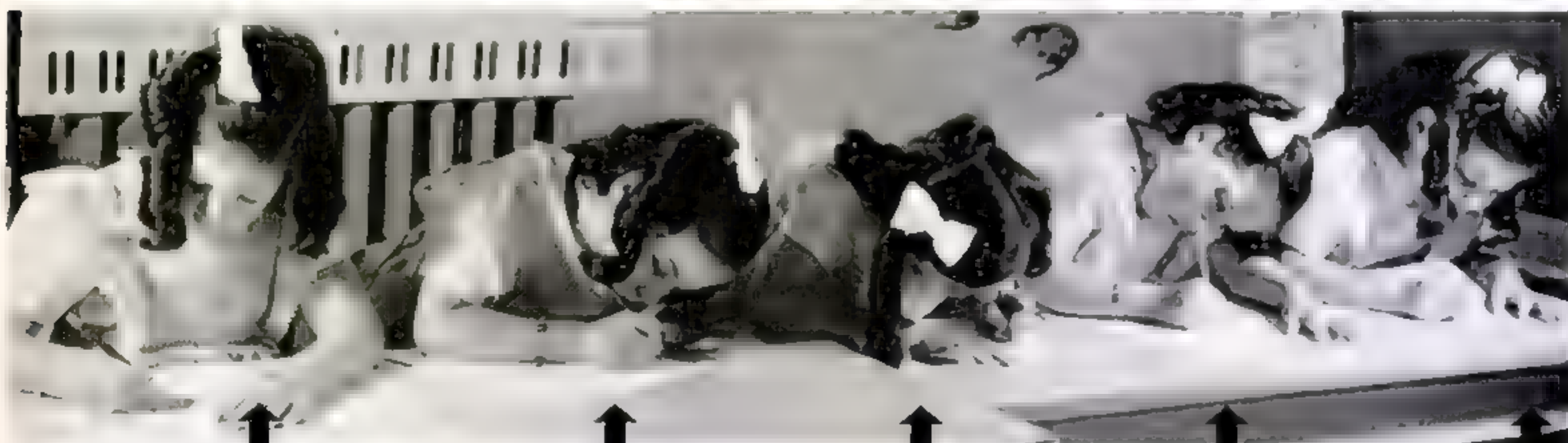




**Writing lesson** in the nursery schoolroom is the Quins' first exercise in the discipline of formal education. Above (left to right) Cecile, Annette, Emile, Mara and Yvonne study a word on the blackboard, then *voilà*—duck their

heads to print it out. Their handwritings give some indication of their emerging personalities. Cecile copied all the words quickly and neatly. Annette scattered them haphazardly on the paper. Emile, left-handed, wrote

slowly and illegibly, did not have time to sign her name. Mara proceeded with deliberation, crossed out several words. Yvonne, the loner, wrote *loup* in the column in well-formed letters but left the rest off as were "cane."



loup  
cane  
Mara  
76

Annette  
loup  
cane  
Mara  
76

loup  
cane  
Mara  
76

loup  
cane  
Mara  
76

loup  
cane  
Mara  
76



## THEY ARE LEARNING TO BE INDIVIDUALS

Though formal classes occupy hardly more than one hour a day, the Quins are subject to an unremitting routine of education and training. They have an average complement of the usual toys but little time to play with them. That the schedule lacks something in imagination is indicated by the fact that nearly three hours a day are allotted to dressing and hair curling. In this environment, under the comparatively impersonal supervision of adults with whom they have no blood ties, the Quins are developing as docile little girls, unspoiled and well-mannered.

Despite their attainment of elementary literacy, the Quins are still backward in vocabulary. Their strong group identity remains the dominant motif of their lives. Even in their periods of undirected play they function together as a unit of five. Isolation of one of the Quins for misbehavior is punishment for all. When Marie's characteristic slowness threatens her with trouble, one of the others will often cover her by slowing up herself.

Their mildly progressive education, calculated to encourage individuality, appears to be having its effect. Its emphasis on creative schoolroom activities lets the Quins express their natural flair for color, shape and sound. It has given two or three of them definite absorbing interests. Though they take pride in signing their names large on their crayon drawings, the edge of competition is dulled by the fact that they are their own and only audience. As a group their favorite medium is music. With Annette as accompanist at the piano organ, they have a wide repertoire of French children's songs.

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Paper tulouts are Marie's current favorite means of self-expression. She does them neatly and with

great deliberation, here with the indulgent approval of Mme Gastone Vezina, governess of the Quins.



Modeling in Plasticine and sketching with crayon give Emilie an outlet for her strong sense of color and form. She has here drawn the plan of a house and grounds in colored Plasticine strips.



Piano organ has given Annette an opportunity to develop the most pronounced artistic skill of all the Quins. With an instinctive talent for music, she improvises left-hand harmonics.





Quins' property is Dafoe Hospital and its surrounding land (foreground). The land was bought for the Quins from Oliva

Dionne Nursery roof is cut away to show dormitory and schoolroom. Across highway is the Dionne family home.

## THERE ARE NINE OTHER DIONNES

Since they were eight months old the Quins have never been across the highway to the house where they were born. There have been two new arrivals there in that time, and their brothers and sisters now total seven. With their father and mother and Father Pilon, Corbel pastor (left), they are pictured on the opposite page. From left to right they are Pauline, 7; Rose, 12; Daniel, 8; Victor, 2; Thérèse, 11; Ernest, 13 and Oliva Jr., 4. Suffering more than their five famous sisters from public curiosity, they have learned to stay out of sight.

The misunderstandings between family and state that marked the first settlement of the Quins' way of life continue today. Oliva and Elvire Dionne have never ceased to feel cheated in their role as parents. Persisted Oliva recently has done much to increase his authority in the Quins' affairs, last year succeeded in ousting Dr. Dafoe as a Quin guardian though not as their doctor. The situation, complicated by the traditional French-British antagonisms of Canadian politics, threatens to jeopardize the important decisions on the Quins' future that must soon be made.



Quins' birthplace is still their family's home. North Bay fallboard helps screen the back yard from curious tourists.



Quins' public for 45 minutes morning and afternoon files into Dafoe Hospital observation pavilion for quick glimpse

of Quins. One-way screens and large signs saying "Silence" make their presence a minimum distraction for the Quins.



Beyond the fence, where they have never been, is their father's pasture. The Quins wonder why they cannot go out.







CLOSE-UP



Henry Agard Wallace, farmer, student of religion, editor, agricultural geneticist, amateur astronomer and

meteorologist, ex-Republican, mystic and ex-Secretary of Agriculture is Democratic candidate for Vice President

# HENRY A. WALLACE:

## THE PRESIDENT'S RUNNING MATE SEEKS

To Henry Agard Wallace, who has resigned from the Cabinet to run for Vice President, Jesus Christ and the Old Testament Prophets are as real today as when they preached in the fields and market places against the social abuses of their day. He refers to what Micah or Jeremiah or Isaiah said about a certain situation as naturally as he would repeat a remark that he picked up the night before at an Embassy dinner. His sense of their contemporaneity sometimes startles people who do not know him well. During Wallace's seven years as Secretary of Agriculture his assistants became accustomed to having him inject a remark such as, "Oh, that point, let me quote from Amos 9: 9," into a discussion on the corn-hog cycle or some similarly non-spiritual matter. Once at a social gathering Wallace nettled Aimée Semple McPherson, who was a guest, by pulling her up sharp on a Biblical quotation which she had learnedly tossed into the conversation. There was a polite dispute and the host dug up a Bible. The Evangelist was proven in error.

Long a devout searcher for a satisfying personal faith, Wallace broke away nine years ago from the United Presbyterian sect in which he had been reared and was received into the Episcopal Church. He took over the leadership of a Bible class and became an acolyte. For months, wearing cassock and surplice, he knelt at the altar on Sunday and regularly served 8 o'clock mass. The parish was in a working-class neighborhood and was a poor one, but the pastor was a High-churchman who was devoted to ritual and canonicals and there were masses. He gave up serving when he went to Washington in 1933 but continued his regular attendance at services. Characteristically, he passed up the socially brilliant Episcopalian parishes in the White House area and chose an obscure one in the southeast section.

It seemed a sinful paradox to those who knew Wallace when in the first year of the New Deal his emergency slaughter of the little pigs was denounced by some Midwest ministers as a devilish attempt to thwart the obvious designs of God Almighty. Somewhat pained himself, Wallace tried over and over again to explain that pig killing had nothing to do with theology, then gave up the attempt. Later on during his tenure as Secretary, however, he took up addressing gatherings of ministers



He plays tennis at 7 30 every summer morning for an hour with his sister and brother-in-law, Swiss Minister Charles Bruggman, whom he taught to play. His game is exuberant



His son Henry, aged 25 and the fourth Wallace in successive generations to be so named, bears a strong resemblance to his father. Henry the Youngest works on his family's farm all the year round, is seen here carting water to the chicken coops. He collects stamps.



The Wallace farm, 9 miles from Des Moines, has 1,087 acres, 12,000 chickens, 150 hogs, 156 steers and 90 head of Jersey



# CORNFIELD PROPHET

## SOCIAL JUSTICE WITH RELIGIOUS ZEAL

by JACK ALEXANDER

and he keelhaunched them for permitting organized religion to lapse into "wishy-washy goody-goodyness" and to lose its social effectiveness

Back of the mysticism in Wallace's nature lies a solid backlog of intellectual and scientific achievement. When he was five years out of Iowa State College of Agriculture he had made a name for himself by formulating the first ratio charts for forecasting the course of the corn and hog markets. They are still in use today. In genetics he conducted experiments in corn-breeding and produced sturdy hybrids which revolutionized the growing of corn. Long before he was looked upon as a Cabinet possibility he had been canonized by Paul de Kruif for his corn-breeding as one of the great Hunger Fighters of the world. Through studies which Wallace made of Europe after the Napoleonic Wars he predicted our post-war agricultural depression and during the middle 1920's he forecast the 1929 crash. When he became Secretary he was already an economist, a scientist and a statistician as well as a daring visionary.

Between the agricultural views of Wallace and his Republican opponent, Senator Charles L. McNary, there is a good deal of similarity. Both have long held to the principle of dipping into the Treasury and paying benefits to the farmer. As a farm editor Wallace supported the ill-fated McNary-Haugen bill, which bore his present adversary's name, and McNary in defiance of Party regularity has supported Wallace's New Deal measures to help agriculture.

There are marked differences between the men as individuals. Wallace is shy and shaggy and inclined to absent-mindedness. Despite the pleadings of his wife and of a Departmental Negro valet, he manages to wear his clothes as if they were a hasty afterthought. During a busy day his hair gets rumpled from a mannerism he has of running his hand through it reflectively and his trousers sag and seem in danger of falling down. He has never learned to tie a four-in-hand without giving the knot a loose, corny appearance. McNary is dapper and neat and, in almost everything but agriculture, an orthodox Republican. He is so cagey a politician that in 23 years in the Senate he has never made an oration. Wallace was never a politician in the

CONTINUED ON NEXT PAGE



His family (left to right) consists of Jean, Henry and his wife Florence, Robert and the candidate's wife

Illo, seen together here in an archway of their Des Moines home. Poodle, named Brutus, belongs to Jean.



cattle. The farm is used chiefly for experiments and is operated by Pioneer Hi-Bred Corn Co. which the Wallaces partly own.



His daughter Jean, aged 20, who is seen here riding horseback on the family farm, is a sophomore at Connecticut College for Women at New London. She made her Washington society debut in 1939 with Attorney General Robert Jackson's daughter.



Boomerangs have been a favorite Wallace diversion since he first took to the sport in 1938. He is highly adept and used to carry half-a-dozen of them in the trunk of his car.



# IT'S SHOCKING!!

how many people—even young folks—have

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**BLEEDING GUMS**

**TENDER GUMS**

**INFLAMED GUMS**



**4 OUT OF 5** May have this gum inflammation—  
often a start of ravaging Pyorrhea!

Gingivitis is attacking thousands! It's so common today 4 out of 5 may have it, clinical investigation shows.

BEWARE—if your gums are tender, sore and bleed at times. These may be signs of Gingivitis (an inflammation where gums join the teeth) which if ignored, often leads to horrible Pyorrhea with its shrinking gums and loosened teeth. Only your dentist can help Pyorrhea. Wise folks go every 3 months for gum inspection. Then at home—

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Brush your teeth and massage your gums every night and morning with Forhan's Toothpaste. Forhan's is the formula of Dr. R. J. Forhan for cleaning dull,

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**50¢ GUM MASSAGER:** Send empty carton from 50¢ size tube Forhan's Toothpaste to Forhan's, Dept. C-9, New Brunswick, New Jersey, and receive this wonderful 50¢ Gum Massager—FREE.



Grandfather Henry Wallace was founder of the influential *Wallaces' Farmer* but refused to become Secretary of Agriculture



Father Henry Cantwell Wallace edited *Wallaces' Farmer* and was the Republican Secretary of Agriculture under Harding

#### HENRY WALLACE (continued)

usual sense and has been the most articulate spokesman for the New Deal economic philosophy, not excluding the President. And he has been no crude New Deal hatchetman hurling factitious gags and catch phrases at the enemy and indulging in mud-pie throwing. He has not knocked off individuals but has aimed at demolishing schools of thought. He has stood apart from the Janizariat and kept his own counsel.

#### "Henry's strip" annoys the farmers

As the candidate of a Party that expects to emphasize "humanity" Wallace has his political appropriateness. And as the administrator of a policy that gave the farmer money to jingle in his pocket for the first time since the first World War, he should logically receive consideration at the polls. But somehow in the average farmer's lexicon of magic names that of McNary stands alongside that of Wallace. A natural believer in unbridled fruitfulness, the farmer has never quite adjusted his thinking to crop control. Although the Government pays him good hard money for the acreage which he withholds from planting, he is apt to refer to the plot slightly as "Henry's strip" and to wish that there were some other way out of his dilemma, such as the McNary-Haugen plan which Calvin Coolidge vetoed to death. The farmer's attachment to this plan is the gnawing one of a man who wooed a girl and lost. It was notable in that it proposed for the first time the principle of Government cash aid to the farmer.

Actually, the McNary-Haugen bill had its origin in the indignation of Henry Wallace's father, the late Henry Cantwell Wallace, who was Harding's Secretary of Agriculture. At his suggestion, the first McNary-Haugen bill was drawn up in 1923. But Henry Agard Wallace is not likely to profit politically from this historical fact.

The problem of American farming, with which Wallace has grappled so radically, dates back to an overexpansion that took place during the first World War. American agriculture had to feed the Allies and in order to do so it threw open to cultivation 50,000,000 acres that had previously been forest or grazing land. After the war had ended, the extra acreage continued to turn out food for a European market that was shrinking. One reason it was shrinking was that, with soldiers returning from the front, European agriculture was coming back into its own. Another was that Australia and South America had begun to compete in the same market. A third, and somewhat more complicated reason, was that America had entered the war a debtor nation and had emerged Europe's creditor. As a debtor it had shipped its farm surpluses abroad to pay its debts; as a creditor it had no debts to pay and the surplus farm products piled up at home.

Because of the domestic glut prices declined and farm income diminished, with hundreds of thousands of American farmers losing their farms under foreclosure. In 1932 the situation hit bottom. In some parts of the country a state of insurrection existed. Farmers went on strike and mobs threatened violence to sheriffs who tried to hold foreclosure sales. This was the picture into which Wallace walked in 1933.

Under the AAA program Wallace aimed at retiring from production some of the trouble-making 50,000,000 acres. He did this by offering bonuses from the Treasury to farmers who would reduce their productive acreage. This plan served the dual purpose of adding to the farmer's cash income and of rebuilding depleted soil through strength-restoring crops. It also curtailed output to domestic demand, plus enough of a carry-over of certain crops for emergencies such as drought and war. (The carry-over is the nub of





He is happy when he can sit back, prop his feet on the rim of his wastebasket and talk. Wallace is a notoriously sloppy dresser, although his former Negro Valet Edward once offered to bet that his boss has "got as good a wardrobe as the President."

Wallace's so-called ever-normal granary, the idea for which he got from spare-time reading of Confucian economics.)

The program ran into many obstacles. Chief among these was the innate individualism of the farmer who was hard to sell on a co-operative plan even when it gave him such aids as crop loans and crop insurance in addition to flat bonuses. Out in the Far West, where the AAA sought to replenish over-grazed ranges, it encountered a sterner individualism in the cattlemen, who resent even such small restrictions as fences and many of whom carry guns in old-fashioned frontier style. Besides, the cattlemen, faced with the competition of Argentine beef, are high-tariff men and are wary of the New Deal. Over all there was the immensely tedious task of manipulating an industry that is less flexible than any other because of the length of the growing season and the vagaries of nature.

Today four-fifths of the nation's commercial farmers are co-operating with the AAA. From a farm-income standpoint there has been a marked improvement. Since 1932 the ratio of farm to city income has risen from 48% to 79% of what it was from 1909 to 1914, a period in which the inter-balance is considered to have been ideal. But recovery in purchasing power has lagged, due to disproportionate rises that have taken place in the prices of industrial products which the farmer must buy such as overalls and farm machinery. Toward restoring the 1909-1914 parity purchasing power the AAA program has succeeded in going 80% of the way. The farmer's semi-prosperity is, of course, maintained artificially and will continue to be until some of the old foreign markets can be restored. With this in mind Wallace has strongly backed Secretary Hull's reciprocal trade-agreement campaign.

### The politicians find him a dud

At the Chicago Convention the grumbling delegates roared disapproval of Wallace's nomination because they disliked having a candidate thrust upon them, as Wallace was, by White House fiat. It is possible too that they recoiled from a candidate whom they knew could be depended upon to exhibit a cold-oatmeal attitude toward the grubby realities of their ward political labors. It is perhaps a happy circumstance that few of the delegates had tried beforehand to span the breadth of Wallace's social exegesis. The delegates wanted an old-fashioned vote getter to team up with Roosevelt, not a prophet out of the Iowa cornfields minus the regulation white beard.

Wallace believes that we hover on the brink of a great spiritual adventure which will resemble more than any other that of the 12th and 13th Centuries. Wallace looks back upon the moral unity of that age with considerable approval. And as the medieval Europeans were welded together by a desire to glorify God, he thinks, Americans—religionists and non-religionists alike—can be unified by a passion to achieve social justice. With patience and by employing a scientific control over nature that the medievalists lacked, Wallace is confident that we can create new social mechanisms that will increase wealth, balance farm and city income and fulfill the Sermon on the Mount and the visions of the Prophets.

A firmly fixed part of the legend that has grown up around Wallace is that he spent a lonely boyhood on a bleak Iowa farm with only a dog for a playmate and that he amused himself by burying bones and imitating his pet's bark. Actually, Wallace was not raised on a farm and he was never lonely. He was a first child and his birth on Oct. 7, 1888, in Adair County, Iowa was followed in fairly rapid succession by the arrivals of five brothers and sisters. The bone-burying myth with all its implications stems from a story his mother tells of having discovered him trying to conceal a bone one day when

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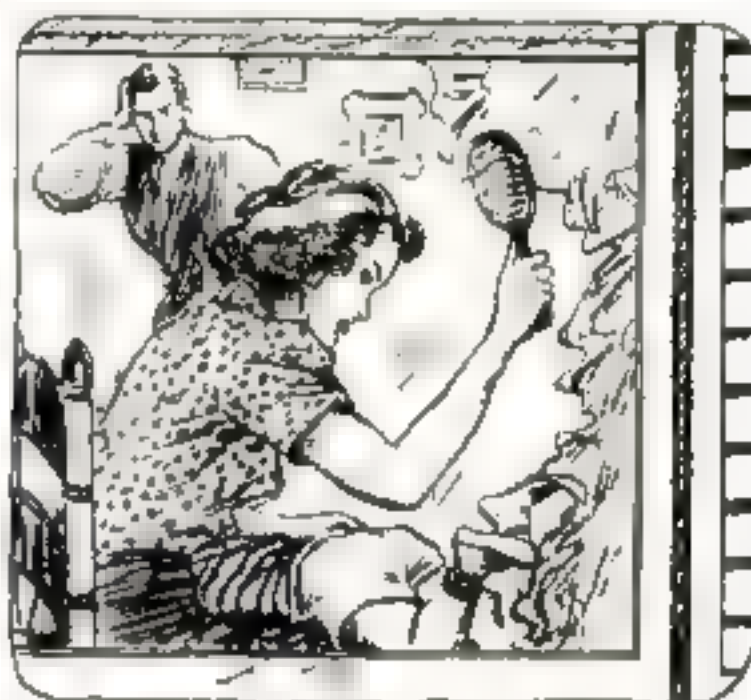


## The spanking I never forgot

Problem of a young mother  
... and an up-to-date  
answer



1. I don't believe in spanking children. But darn it all, sometimes a youngster can sure drive a grownup wild. Like mine did me—yesterday.



2. It all started innocently when Billy wouldn't take his laxative. At first I tried coaxing. But that didn't work. Then when I started to force it on him, he sent the spoon flying out of my hand. So I lost my temper and gave him an unmerciful spanking.



3. I felt awful all day. Mrs. Saunders, our new next-door neighbor, saw me moping in the back yard and asked what was wrong. I told her the whole story. When I got through, she shook her head and said I had made a terrible mistake.



4. She said it was old-fashioned to force nasty-tasting medicine on a child—that it could shock his delicate nervous system... that when a child needed a laxative he should get a nice-tasting one—made especially for children—like Fletcher's Castoria.



5. Mrs. Saunders said she had given Fletcher's Castoria to her two children. And that I could take her word it's always mild and thorough. It works mostly in the lower bowel so it isn't likely to bring on cramping pains. She said she'd never given her youngsters a safer, better-working laxative.



6. Well, you can be sure I bought a bottle of Fletcher's Castoria right away. And I found it as effective as Mrs. Saunders said. But what tickled me was the neat way it solved my laxative problem. Honestly, I never saw a child go for a medicine like mine goes for Fletcher's Castoria.

Chas. H. Fletcher **CASTORIA**

The modern—SAFE—laxative made especially for children



## WHERE THERE'S PEP THERE'S <sup>\*</sup>IRON



"I don't know how many friends of mine with children have said this . . . that when their youngsters have pep and energy to burn, they don't worry half so much about sickness."

"That's why I see to it that Jim and Sarah drink plenty of milk. By adding Bosco to it . . . they not only drink twice as much, but it's extra good for them. Bosco is rich in iron that helps build good red blood cells of children (and grown-ups, too) often lack iron."

"Bosco has a grand chocolate flavor that's tops with the children. So easy to mix, too! I always buy the Jumbo jar . . . it's more economical."



**\*IRON:** Relative available amounts in  
SPINACH —  
RAISINS —  
BOSCO —

Buy Bosco today from your milkman or grocer. If he does not handle Bosco, mail us his name and address. We'll see he's supplied. Bosco Co., Inc., 180 Madison Avenue, N. Y. C.

## BRIDE TALKS BUSINESS



MARY DEVINE was so fluttery and pretty-looking, everybody put her down for a scatter-brain. But when Mary married Dick, people admitted they'd misjudged her.

Out of Mary's pretty head came the most down-to-earth ideas on spending. Frills gave way to essentials. Even her silver had to be sterling.

As Mary told the girls:

"I tried to make every penny mean



something. I knew my International Sterling was a solid investment that would last a lifetime.

"It's funny what you can do with budgets. I crossed off a few household doodads, restrained myself on superfluous linens—and saved enough to buy a whole chest of International Sterling. 36 pieces, enough to entertain 6 people at once!"



"Now Dick says he should pay for it. He says our International Sterling is going to make us feel like Somebody when we have clients to dinner."

Ask your jeweler about low budget plans for buying your own International Sterling. Complete place settings cost a mere \$16.75 each. A \$100 chest may be paid for by easy stages out of income. Two lovely patterns are shown below.



©Copyright, International Silver Co.

## INTERNATIONAL STERLING

Master Craftsmen for Five Generations\*



Deeply religious and an admirer of ritual, Wallace (center) greatly enjoys singing hymns in church and ballads out. He sings off key and his friends say that his rendition of *Sweet Adeline* is determined. He neither swears nor smokes and rarely touches liquor.

## HENRY WALLACE (continued)

he was a baby. Born on a farm, Wallace grew up in towns and cities, especially Des Moines.

Home atmosphere and family tradition helped to shape the career of Henry Agard Wallace. He was the third of three Henry Wallaces whose labors for agrarian justice constitute a familiar Midwest saga. When the third Henry was a boy, his grandfather, the first Henry Wallace, set up shop in Des Moines and started a periodical which he called *Wallaces' Farmer*. The first Henry, who had no middle name and was known throughout the prairie land as "Uncle Henry," was a United Presbyterian minister who had turned farmer for his health and had worked his way into journalism by writing learned letters to Iowa newspapers. As an editor Uncle Henry crowded his paper with pietistic homilies and gave it the motto which it still carries on its masthead: "Good Farming, Clear Thinking, Right Living." But *Wallaces' Farmer* did much to create a sense of community interest among the farmers of the Midwest. Uncle Henry was once offered the post of Secretary of Agriculture, which his son and grandson were to occupy later, but unlike them he turned it down. On his death in 1916 the second Henry succeeded him as editor.

In the early 90's, before the third Henry was of grade-school age, a Negro scholar who had been born of slave parents came to Ames for graduate work and became a protégé of Professor Wallace. His name was George Washington Carver and he was on his way to distinction as a botanical scientist. In gratitude for the encouragement he got from Professor Wallace, Carver heaped attention on his patron's child, taking him for hikes and explaining to him the differences between the plants they saw. As a result of Carver's tutelage Henry Agard Wallace at the age of 8 had already begun to experiment at crossbreeding. His earliest efforts were with pansies and when he produced his first hybrid Carver applauded it. It was a piebald pansy with many unexplained characteristics which mystified the boy and led him early to con the Mendelian heredity tables.

After the family had moved to Des Moines, Henry continued his experiments, using flowers and strawberries. As he learned mathematics at school, a bent for collecting statistics showed itself. On family trips into the surrounding country he would put his sisters and brothers to work with paper and pencil recording the number of silos, hog-tight fences, horses and dairying herds seen along the route.

## Hogs don't care for beauty in corn

When young Henry was 17 he attended a corn show which was held in the office of the family periodical. An eminent corn expert from Ames had come to do the judging. Henry Wallace's eyes followed him as he fingered the exhibits and praised their beauty of shape, their large size and the evenness of their rows of kernels. On the basis of these characteristics the judge awarded his medals and the crowd straggled away, except for the Wallace boy who remained with skepticism showing in his bluish-gray eyes. The judge asked him what was on his mind. The youth explained bashfully that since Iowa's corn was raised primarily for hog feed he wondered whether beauty of ear was the proper norm of judgment. A hog, he remarked with precocious wisdom, is no appreciator of beauty. Tolerantly amused, the corn judge gave him a sack containing ears from 33 of the winning lots and suggested that he plant them and determine for himself the justice of the awards.



Henry Wallace took them home and planted them in his back yard. When fall came around he carefully shelled the ears and sat up nights computing the individual yields on a bushel-per-acre scale. He found that the seed that had won first prize was one of the ten lowest yielders. Seed from some ugly, malformed ears produced the highest yields. This was the beginning of a successful agricultural heresy.

For 20 years thereafter, evenings and on Saturdays and Sundays, Wallace inbred from hundreds of varieties of corn and got farmers throughout Iowa to help him out in exploring the limitless Mendelian possibilities. He scribbled stacks of notes, kept elaborate yield records and made endless mathematical computations. By the middle 1920's his hybrids were winning prizes and he had set a new standard of judging corn. Others went in for similar experiments and today four farmers out of five in the corn States raise hybrid corn, strengthened by inbreeding against destructive wind and tailored to fit the soil and moisture conditions of any area.

### Search for a 5¢ diet

Other heresies beset earnest Henry Wallace when he went to college at Ames. Outside reading that he did in connection with a course on the chemistry of nutrition caused him to question the existing theories. He elected himself a guinea pig and tried his own ideas. First he went without food for a week to see what would happen. He had read somewhere that fasting "toned up" the system. On the seventh day he got a whiff of oranges from a peddler's wagon and the fast was over. Next he tried out a series of simple diets which he had worked out on the basis of fat, carbohydrate, mineral and protein content. Somewhere in the back of his head was an idea for devising the cheapest possible subsistence fare and he hoped to arrive at one costing no more than 5¢ a day.

One diet consisted of milk and popcorn, another of popcorn and corn syrup. Neither left any ill effect. A more pretentious one was a goulash made of soybeans, rutabagas, corn and lard. Even the hardy Wallace gagged at eating the mixture three times a day, but he discovered that by substituting butter for lard it could be made eatable. After three weeks of this dreadful mush he began to suffer from spasmodic jerking of the shoulder muscles. His parents took him out of college and sent him West to recuperate. Lack of necessary vitamins was the cause of his trouble but the vitamin theory had yet to be propounded. When it was advanced Wallace seized upon it avidly and wearied his family with discussions of it some years before the professional nutritionists got around to adopting it. His curiosity about diets remains to this day. For five years during his Cabinet term Wallace abstained from meat and convinced himself, just for his own satisfaction, that the human race can get along nicely without meat. For a while he tried to make himself drink soybean milk but his stomach objected and he abandoned it.

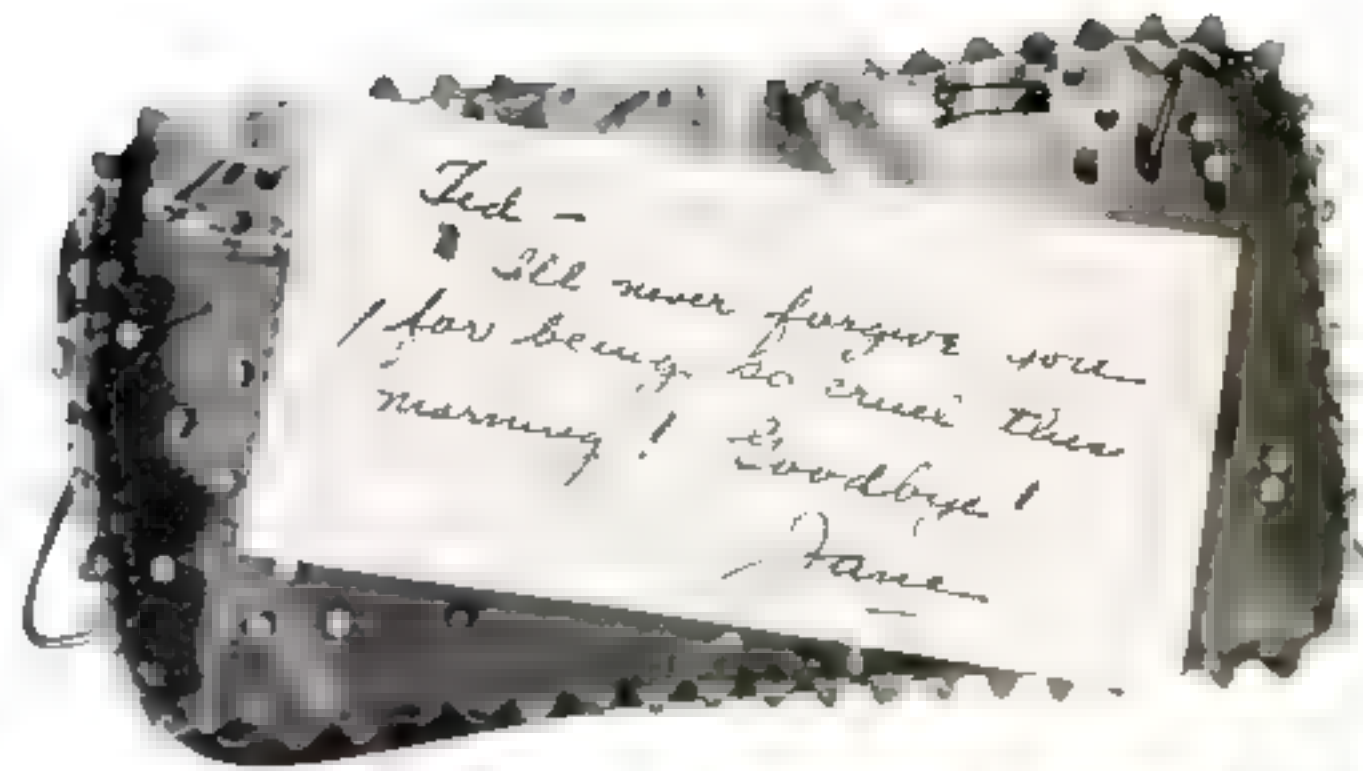
When his father joined the Cabinet in 1921 Henry Wallace fell heir to the editorship of *Wallaces' Farmer*. The post-war farm depression had begun and the new editor published editorials advocating an adjustment to the dwindling foreign markets by voluntary crop reduction. With evangelistic zeal he went out and plugged this gospel before scores of farmers' meetings. He was a wretched speaker but a dogged one. He talked at the floor, let his gaze roam to the ceiling, forgot to finish sentences and spoke too long. The farmers liked him but did not understand his efforts to relate their local difficulties to conditions in Europe. When he had finished they passed resolutions favoring the continuance of high industrial tariffs, a doctrine on which they had been sold by florid political orators.

Friends would try to console the editor over his failures and he would reply: "I guess we haven't suffered enough yet." Wallace is a firm believer in the theory that sustained suffering breeds true insight, as it did in the case of the Prophets. While the farmers were cordial but unsympathetic, the businessmen of Des Moines were less friendly to the editor's view that doom lay ahead unless agricultural and industrial incomes could be brought into balance. In the middle of a talk he was making at a luncheon club, one of the members arose and shook his finger at the speaker.

"Henry Wallace," he said, "you're a dangerous man!"

President Harding found young Wallace dangerous too. One day he called his Secretary of Agriculture on the carpet and coolly handed him an editorial from *Wallaces' Farmer* in which a Harding project for a shipping subsidy was lambasted. "Are you for me or against me?" Harding asked bluntly. The Secretary replied that although his own name was still carried on the masthead of the paper, his son was now solely responsible for its editorials. Harding let the matter drop.

The elder Wallace was an odd penny and an unhappy man in the Harding Cabinet. Back in his old editor's chair in Des Moines his



**MATILDA:** Oh me, oh my—read this. I knew there'd be trouble if Ted didn't stop picking on Jane.

**SUSAN:** The poor creature! He raised such a fuss about his shirts—she got desperate and left. Come along, Matilda—we'll fetch her back and show her how to keep the brute happy.



**SUSAN:** You heard me, young lady! He wouldn't be always storming about tattle-tale gray—if you'd stop using weak-kneed soaps that can't wash clean.

**MATILDA:** Change to Fels-Naptha—golden bar or golden chips. Either way, you get richer, golden soap working with gentle naphtha! And does that team make dirt scar!



**TED:** Yep—the merry-go-round next! My shirts look so swell since you put that big, golden bar of Fels-Naptha to work, I'm going to treat the three of you to everything in the park!

**SUSAN:** And take it from your wise old auntie, Jane, nothing beats Fels-Naptha Soap Chips for washing machines. Huskier, golden chips—they're not puffed up with air like flimsy, sneezy powders.

## Golden bar or golden chips— Fels-Naptha banishes "Tattle-Tale Gray"



**P. S.** Use the Fels-Naptha bar for bar-soap jobs. Use Fels-Naptha Soap Chips for box-soap jobs. The crinkly flakes made of richer, golden soap and naphtha. They're HUSKIER—not puffed up with air like flimsy, sneezy powders. Wonderfully sudsy, too—thanks to a new, added suds-builder!

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Yes!  
**School's**



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## When You Ride The New, Sleek, Smooth-Running COLUMBIA

**H**ow proud, happy and envied you'll be when you lead the crowd on your easier-pedaling, smoother-running Columbia! This new model has everything you want in a bike... that racy motorcycle appearance, streamlining, deeper and wider fenders, gleaming white-wall balloon tires, flashing colors, and a tough, sturdy frame that's built to give long-lasting service.

Tell Mother and Dad about the fun and healthy outdoor exercise of bicycling on a Columbia—not only for you, but for them as well. Tell them how you can all go for a picnic, or fishing or a swim... what a glorious all-family sport cycling can be! Get them to go with you to your Columbia dealer. Then you all will see the finer quality of the new Columbia—America's finest bicycle for 63 years.

THE WESTFIELD MANUFACTURING CO.  
WESTFIELD, MASS.

Look for this name plate. It identifies a Genuine Columbia the best known name in bicycles.



## HENRY WALLACE (continued)

son suffered with him. Both the Wallaces disliked Secretary of Commerce Hoover who toward the end of the war had encouraged Iowa farmers to raise large quantities of hogs and had then failed to sustain the market price. In the Cabinet the two Secretaries were often at odds. Hoover tried to get the Bureau of Markets transferred from Agriculture to Commerce and after a long struggle lost. At almost every turn Secretary Wallace's attempts to obtain remedial farm legislation met with Hoover's resistance. And when Wallace died in office in 1924, shortly after the House had defeated the McNary-Haugen bill on its first presentation, he was a broken-hearted man.

Out in Iowa the third Henry Wallace, touring about in an ancient secondhand Winton, fought on for McNary-Haugenism and harangued farmers' conclaves into passing resolutions for it. Twice more the bill went before Congress and twice it passed. Twice President Coolidge vetoed it and it was reported that Hoover's influence had been strongly felt. Henry Wallace went to the 1928 Republican Convention in Kansas City and saw his pet economic doctrine get the coup de grace in the nomination of Hoover for President. That year Wallace, who like his father and grandfather had always voted Republican, editorially backed Al Smith who had endorsed the McNary-Haugen principle. Then came the Hoover regime, the ineffective Farm Board, the Hawley-Smoot tariff boosts and the chaos of the early 1930's.

Chaos had also come to Wallaces' Farmer. In August 1929, when Henry Wallace was abroad attending an international agricultural conference, other members of the family over his cabled protest had bought another farm paper, the *Iowa Homestead*. The combined *Wallaces' Farmer* and *Iowa Homestead* went into receivership early in the Depression and the whole Wallace family interest was washed out. However, the new owner, a Des Moines farm crusader named Dante Pierce, retained Wallace as editor and gave him full freedom. Many of the phrases which Wallace put thereafter into his editorials later found their way into the speeches of Governor Roosevelt during the 1932 campaign.

## He sells Roosevelt a farm policy

Wallace met Roosevelt through Henry Morgenthau, whom he knew as a Dutchess County agriculturist and the publisher of a competing farm magazine. Roosevelt invited Wallace to Hyde Park in 1932 and the two hit it off from the start. When Roosevelt made his farm speech at Topeka, Wallace drove out with a party of Des Moines friends. On the way they passed several evicted farm families trudging along the road with blankets strapped to their backs. The refugees were symbols to Wallace of the attitude of the Republican Party to the farmer—a "starve 'em out" policy, as he had expressed it to Governor Roosevelt. On the night before the speech Wallace sat on a hotel bed with his friends and, counting on upraised fingers, enumerated six points which, he said, he hoped that Roosevelt would make. Next day Roosevelt made every one of them and, in addition, repeatedly drove home variations of Wallace's "starve 'em out" phrase. Wallace was thrilled and delighted.

On the day President Hoover was to deliver his farm speech in Des Moines, Wallace stood at a downtown street corner and watched a farmers' protest parade pass. The farmers were poorly dressed and they stared out over the top rails of dusty ramshackle trucks. It was a silent parade with crudely lettered banners tacked to the sides of the trucks. Wallace looked on while the queue rolled beneath a huge Hoover banner and past the Savery Hotel, which was Republican headquarters, and heard gibing questions hurled from the sidewalks by strolling clerks. He heard the farmers make patient clumsy answers, which were received with laughter. The scene epitomized for him the harshness of the city man's attitude toward the farmer, which he considered the heart of the Republican tariff policy. Tears rolled down his cheeks as he made his way back to his office. That evening he sat in the Coliseum and heard a well-dressed crowd cheer as Hoover dismissed Democratic farm proposals as "patent medicine" and "counterfeit currency."

In November, Iowa jumped into the Roosevelt column, carrying in its first Democratic State ticket in 40 years. Shortly after the victory Wallace had another conference with Roosevelt, and when his appointment to the Cabinet was made it came with no surprise.

One of the first things Wallace did when he became Secretary of Agriculture was to resurrect the official painting of his father from an obscure hallway and hang it opposite his desk so that he could see it whenever he looked up. His manner during the squabbling confused debut of the New Deal was deceptively informal. He wore baggy clothes and he sat during important meetings with his feet:

## HOT DAN THE MUSTARD MAN

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**REAL  
ROOT JUICES**  
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imitation oils

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propped on the rim of his wastebasket. He sometimes played tennis on a nearby court in the morning and once when it rained he played in his sock feet. He entered conferences unobtrusively but before they were over he usually dominated them.

By ordinary standards Wallace is today a poor man. His only steady income is from a small interest he owns in the Pioneer Hybrid Corn Co. of Des Moines, which markets the hybrid seed developed by him. His wife owns a somewhat larger share of the stock. The salary of \$15,000 that Wallace got as a Cabinet officer was the largest, by far, that he had ever received and his concern over how to get along without it was one of the reasons why he hesitated at first to relinquish his post while running for Vice President.

Mrs. Wallace is a pretty woman with a vast tolerance for her husband's monkish hobbies. She was Ilo Browne, of Indianola, Iowa, and a student at Drake University when she met Wallace through a friendship with one of his sisters. During the courtship that preceded their marriage in 1914 Uncle Henry remarked: "Young Henry has a girl and I really believe it is the first time in his life that he ever noticed a girl or even knew they existed."

Two of Wallace's sisters, who lived in Washington when their father was Secretary, married foreign diplomats. One is the wife of Charles Bruggman, the Swiss Minister; the other of Per Wijkman, who is now an attaché of the Swedish legation in Helsinki.

The third Henry Wallace is a mild punster but no hearty humorist. However, he does have a sense of fun tinged with Calvinistic acerbity and if the fourth Henry Wallace ever gets to be Secretary of Agriculture he will see an indelible record of it as he climbs the marble staircase to his second-floor office. Along the staircase runs a huge classical mural depicting the plenitude of the soil. It is inscribed with a quotation from Virgil's *Georgics* which, in translation, reads: "O happy the men of the fields if they knew their good fortune." Contracted for during the Hoover regime, the mural was installed in 1934 when Wallace was head over heels in work trying to raise farm income from its modern nadir.

Wallace was aghast at the thought that some visiting farmer with a smattering of Latin education might think him responsible for the ill-timed painting. For a time he thought of substituting for the inscription a passage from the lamentations of Jeremiah. He compromised by appending a small metal plate beneath the mural. It reads:

Approved, 1932  
Andrew Mellon, Secretary of the Treasury  
Arthur M. Hyde, Secretary of Agriculture



"Off to the war" was "Ding" Darling's cartoon of the AAA's plan for killing pigs in 1933. Conservationist "Ding" is a good friend but genial critic of his fellow townsman.



Both brothers and hazers stoutly affirm  
"We'd rather paddle freshmen who squirm!"

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75¢ and up, per garment

If you'd rather not look too conspicuous in the locker room or dormitory, you'd better wear Jockey. Because at most good colleges and preps, Jockey is like a pair of slacks or an odd jacket—something that practically everybody wears. The reason, of course, is the unequalled job Jockey does of combining comfort with trimness. As the only undergarment made with the patented Y-front construction which eliminates bulk, bind and buttons . . . it is the only one which combines squirm-free masculine support with a conveniently angled, non-gap opening. Your dealer will show you the units needed to make your Jockey underwardrobe conform. They are—Short and Midway for daily wear . . . Long and Over-Knee for cold weather sports . . . and Bellin for dances.

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Whether you're hiking through the woods, walking to work or taking a Sunday afternoon stroll, you'll get more pleasure out of the occasion if you're dressed right . . . in leg-warming Jockey Longs. Sleek, smooth, modern—they absorb perspiration, bar chills and cold. 75¢ and up at your dealer's, or write us.





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## THIS MONTH IN FORTUNE

**War Industries Board**... a fact-cramped study of the problems of mobilizing industry for war in 1917-18—now being published for the first time in America as a special supplement to FORTUNE—to help businessmen solve the very similar problems they may have to face in the national defense of today.

**Atlas for the U. S. Citizen**... a portfolio of 11 maps executed in the revolutionary new technique of photographic perspective to show you what the U. S. would look like to an army invading us from Berlin, from Tokyo, or from Caracas and what the enemy's bases would look like from the U. S.

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the men responsible for successfully managing America's great business enterprises to speak out coherently each month on national problems affecting Business.


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## FROM LIFE'S CORRESPONDENTS

(continued)

guns poop off, when he streaks off in the direction of the firing as if he were going to bring the Jerry bomber back in his mouth.

Suddenly the lights all fused in one blinding cone and the spotter said, "Plane!" Then came the G. P. O.'s quiet order, "Plane. Lay on target." A second later the instrument men in the pit reported "Height-finder on target. Predictor on target." The drone grew louder and I could see the Jerry, a glinting speck trapped in the lights.

Meanwhile the height-finder was chanting his changing figures and the predictor man was calling out the fine settings as his instrument gave them. The gun muzzles moved imperceptibly and the men reported "Section on Target" as each changed instruction was carried out. It takes minutes to tell but it all happened in a few seconds. Then, on the tick of the last report, the G. P. O. ordered "Fire!"

Instantly came the colossal flash of the four 3.7's, which shoot out a flame 90 ft., and the huge air blast that hits you at the back of the head and feels like a smack from a heavy glove. I watched the first salvo pinkie rudely against the speck twining in the lights. Then in another salvo the Jerry bomber "jinked." It seemed to stagger, caught by one burst near its port wing. It heeled over and went sweeping down the arc of the sky toward the estuary.

The battery stopped firing. The searchlights flicked out, one by one. Round the guns the men were busy closing down. They were cursing because we were not sure whether we had got the Jerry or not. There had been no smoke from the falling bomber (later we found out that the bomber had fallen in the estuary).

I was just turning away when I heard Jerry's engines again but very low down this time and from behind the direction in which our guns had been firing. There had been no warning from the command room and the men stood transfixed in the darkness listening. A few searchlights sprang up and wavered uncertainly, their shafts cut off by the low clouds. There was a scramble around the guns. Jerry was nearer still now, making a huge undulating roar. It stopped suddenly and then on top of the silence there came a long whistling sound. Then another and another. The bombs hit less than 100 yd. away from the gun pits. In the flashes I saw the men frozen into astonished postures at the guns and then the air was full of whistling bomb fragments and soft thuds.

"Good shooting," I thought. And even in that fraction of a second I gave full marks to the Jerry who had seen our gun flashes in the darkness pooping off at his pal and had come down to have a crack at us. The searchlights now were lighting up our gun site like day. The men were working the guns round after their first paralyzed shock and we pooped off a salvo in the direction of the sound. But it was all over. He had gone. He was the hottest Jerry and the only really tough guy we had come up against in all these months of action and in more than 100 shoots.

STEPHEN HENRY BAKER

# BETTER your drinks with BACARDI



**YOU KNOW** the incomparable BACARDI Cocktail...

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## THERE'S A DIFFERENCE WORTH KNOWING!

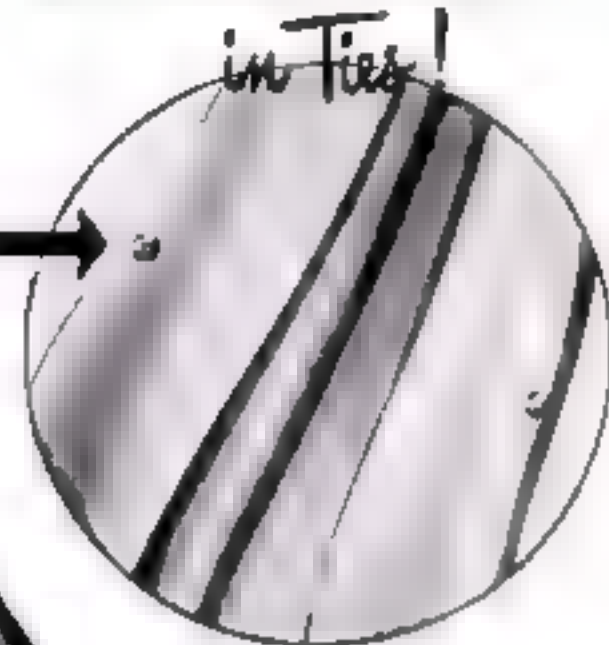
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People are saying, "Why didn't someone make a tie like this before?" We can't answer that one, but we do know that men who wear ESCORT ties in the new TRU-FOLD construction like them better than any ties they've ever worn. They like the really practical construction almost as much as the exquisitely designed materials from which only ESCORT ties are made.

At better men's stores

## Escort CRAVATS

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## FROM LIFE'S CORRESPONDENTS

(continued)

### How Roosevelt Hopes To Win

Washington, D. C.

Greatest political puzzle of the day is the attitude of Franklin Roosevelt. To all politics and politicians he is utterly and absolutely indifferent. Many conservative Democrats of moral fiber have now been alienated. The New Dealers are daily wounded. The President wears a curious attitude of fatalism.

Yet the answer is clear. Mr. Roosevelt, like all men, has his opinion on the war. The difference is that on his opinion he must act. He has decided that England will be conquered by October and that the last throes of England will make such a smashing impact on U. S. minds that no ordinary political needs, courtesies, funds, managers, candidates or deals will be important.

Consider these situations:

1) There is no doubt of the President's insistence that the Democratic Party must now be a liberal Party on his definition. But after Roosevelt and Bob Jackson are counted, the rest of the Party leadership are humbling yes-men (Barkley), hacks (Pat Harrison), zealots (Hopkins, Corcoran) or don't-care cynics (Jimmy Byrnes).

2) In 1936, before Landon's feebleness was wholly apparent, Roosevelt went to extreme lengths in every seemingly close State to line up the strongest local candidates. Old George Norris was drafted in Nebraska. The La Follettes were coddled in Wisconsin. Lehman was drafted again for New York. Farmer-Laborites were lined up in Minnesota. The WPA, Joe Guffey and the Pittsburgh Negro leader, Robert Vann, were toiled and geared in Pennsylvania. Judgeships and plum appointments were doled out for the utmost effect. Campaign contributors were nursed and cajoled. The job was perfect and it was Roosevelt's as well as Farley's.

Compare this year. Roosevelt has tossed away John L. Lewis, his largest campaign contributor, and has alienated every good moneybag. Jimmy Cronwell can't pay for it all—and Frank Hague saw him first.

The local situations in crucial Ohio, Pennsylvania, Illinois and New York offer the New Deal no hope.

3) New Dealers find it hard to put their backs to the task of electing as Vice President their foe of six years' standing, Henry Wallace. Wallace is anathema to the White House janitors and they had to hold their noses to swallow him.

4) In short Roosevelt is making one of the greatest political gambles in U. S. history. He is betting that the Germans will win and win quickly, he is then doubling his chips on the theory that all ordinary political attitudes will be wiped out; he is then redoubling his bet on the hope that by election day there will be sufficient evidence of progress in national defense to make the entire electorate surge back to his banner as the national savior. This is a colossal gamble indeed.

SIDNEY OLSON

# THESE 3 FEATURES

*sold me on Auto-Lite Batteries*



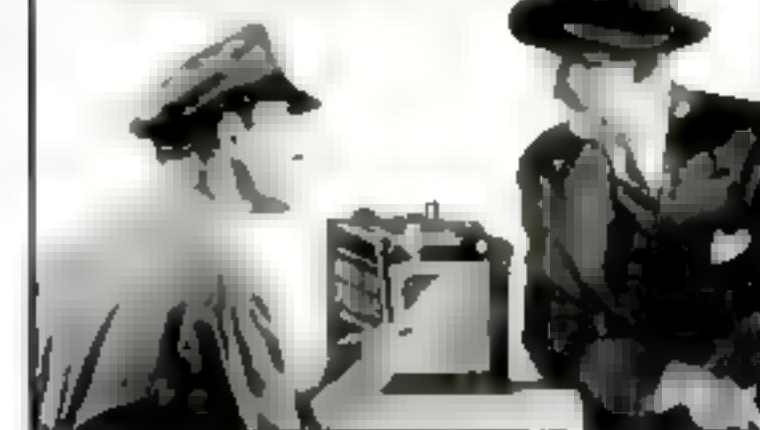
1 Engineering experts the men who select original equipment for America's cars, have been switching to Auto-Lite until now 1 out of every 3 car makers specify batteries built by Auto-Lite. These engineers have found modern electrical systems demand a battery built for the job.



2 "Activite," an amazing new kind of power-producing material is literally packed with power. Every Auto-Lite Battery is made with "Activite"—has amazing long life.



3 Fibre-Glass, used in extra service types holds "Activite" securely in the plates to deliver full power long after other batteries wear out.



## AN AMAZING NEW BATTERY ENGINEERED FOR YOUR CAR!

Now car owners can get a sensational new kind of battery. Here is convincing proof. The engineers who choose original equipment for America's fastest-selling cars are specifying batteries built by Auto-Lite. They have found Auto-Lite gives them a battery engineered for their car. Auto-Lite engineers—developed Auto-Lite Batteries as a balanced unit of the complete electrical system.

It is these men who developed "Activite," a new scientific power-producing material literally packed with power. Another amazing invention is Fibre-Glass, strange porous sheets of glass which hold the "Activite" in place, prevent "shedding"—the major cause of battery failure. By S. A. E. test, batteries built with "Activite" and Fibre-Glass outlast ordinary batteries without these features, two to one. Ask your Auto-Lite dealer for Auto-Lite's 4-point service checkup. It's FREE! See him today!

Leading car and truck builders specify Auto-Lite Batteries as original equipment!



Here's how batteries usually wear out—the positive plates shed their power-producing material growing weaker and weaker until power fails entirely.

And here's how sheets of Fibre-Glass hold the "Activite" securely in the battery plates, where it continues to deliver full power long after other batteries wear out.



NOW PRICED WITH THE LOWEST! \$9.95 buys the original equipment type Auto-Lite Battery for 90% of all cars. Other types as low as \$4.29

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**OUR NEXT PRESIDENT WHO? WHY?**

**PRIZES**

**Easy, Interesting, Open to All!**

Neatness, spelling, grammar do not count. The best "reason why" your favorite should be elected is all that matters.

**Follow These Simple Rules:**

Write a letter of 50 words, or less, telling which candidate should win and why. Enclose a Pedimoll box-top, or reasonable facsimile, and mail to Pedimoll Corp., 6914 S. Western Ave., Los Angeles, California.

If your druggist cannot supply you, order Pedimoll by mail. Large economy size, \$1.00...handy home size, 50c. Money back guarantee.

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**WIN ONE OF THESE 27 PEDIMOLL CONTEST PRIZES**

**1st 500.00**

**2nd 250.00**

**25 Prizes of 10.00**

Enter as many letters as you wish but be sure to enclose a Pedimoll box-top, or facsimile, with each! Winners' names will be published.

In case of ties, duplicate awards will be given. Judges' decision is final and all entries become the sole property of Pedimoll Corp. Employees of Pedimoll Corp. or its advertising agency are not eligible to participate.

**MAIL ENTRIES TODAY** All entries must be postmarked not later than midnight, Nov. 4, 1940. All prizes will be awarded before Christmas, 1940.

**LIFE'S PICTURES**



Andreas Bernhard Lyonel Feininger is the photographer who took the remarkable pictures of night baseball on pages 10-11.

In making these pictures Feininger's thorough technical knowledge stood him in good stead. Born in France of American parents, he studied architecture for a while before becoming interested in photography. In 1932 he moved to Sweden where he set up a studio in Stockholm. Since then he has published eleven books about photography, ten of them technical ones. At present he is working on a picture book of New York City.

He likes to design his own gadgets, never trusts a new camera until he has taken it apart and rebuilt it himself.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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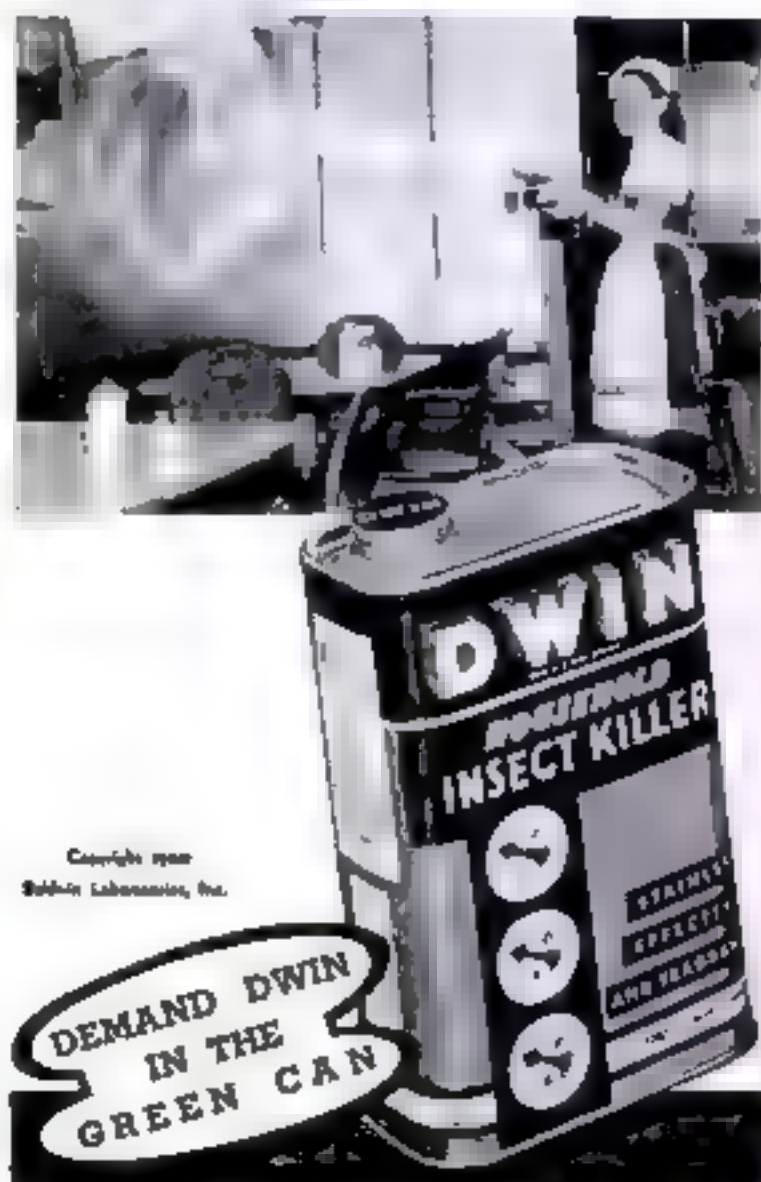
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**DEMAND DWIN IN THE GREEN CAN**





## A STATEMENT TO THE AMERICAN PEOPLE

### *Regarding the Aims and Policies of The British War Relief Society*



The rapid growth of The British War Relief Society, Inc., now a nation-wide organization with more than 200 branches and over 30,000 contributors, has aroused great interest and attracted countless inquiries for further information concerning the Society and its functions. This statement is published in response to this widespread and sympathetic interest in all parts of the country.

#### Origin, Aims and Policies

The British War Relief Society, Inc., was organized late in 1939, with the approval of the British Ambassador in Washington, to give an opportunity to all friends of Great Britain in the United States to participate directly in war relief work for Britain. Registered with the State Department of the United States, its purposes are:

1. To receive contributions, in money and in kind, from people of British birth and descent in this country, and from all other friendly persons desiring to lend their support to this humanitarian task.
2. To dispense these contributions wisely and promptly in response to the most urgent British needs. The closest contact is maintained with the British Red Cross and other approved British war relief organizations.
3. To arrange free transportation on shipboard for its own relief goods and for those of other war relief organizations operating on behalf of Britain in the United States. This is done by official arrangement with the British Ministry of Shipping.

The British War Relief Society does not conflict with the American Red Cross, with which it has a close and cooperative understanding.

#### Accomplishments

The British War Relief Society, Inc., has developed rapidly. Day after day new branches are organizing; daily more workers and more contributors add their unselfish support to this cause.

Ships sailing out of New York harbor week after week have carried cargoes of vital relief supplies from The

British War Relief Society, such as the following:

Ambulances	Drugs and Medicines
X-Ray Units	"Kitchens on Wheels"
Surgical Instruments	Equipment and Supplies
Surgical Bandages	for Hospital Beds
Hospital Dressings	Woolen Knitted Goods

For the many thousands of evacuees and destitute refugees in Great Britain, the Society has shipped large quantities of used clothing, clean and in good condition.

Acknowledgment of the value of this work has come in many letters and cables of sincere thanks from relief organizations in Great Britain. Many letters from individuals testify that the Society's contributions of money and goods have alleviated distress on a broad front.

#### Greater Service Opportunities Ahead

Every day the struggle intensifies and more and more people in the United States realize its tragic consequences. Bombs fall among civilians as well as among soldiers, in villages as well as upon ships. Newspapers, radio and newsreels tell America a running story of human suffering.

Britain faces its enemies with belt tightened and all resources summoned for the conflict. Men, women and children of the British Isles, casualties of the war and those who suffer in a dislocated economy, can be helped by all who wish to help them in this grave hour through contributions to The British War Relief Society.

We deeply appreciate the generosity which has permitted the Society to do so much. We earnestly hope that the Society will be able to do infinitely more.

**THE BRITISH WAR RELIEF SOCIETY, INC.**

*587 Fifth Avenue, New York City*









A script conference on their next production is held by the East Hampton drama students in the fine Long Island home of Mrs. Lorenzo E. Woodhouse, studio trustee.

## Life Goes to a Party

**Drama students at East Hampton, L. I.  
entertain their patrons with vaudeville**

The 32 young actors and actresses who go to the Rollins Studio at East Hampton, Long Island, each July 1 for 18 weeks of training spend summer and fall in a magnificent setting. They do their rhythmic body work *opposite page* on the white lawns of "Gravecroft," famous estate given to the studio by Mrs. Lorenzo E. Woodhouse. They study their parts in a 50-year-old water garden near the sea. They rehearse in a charming barn theater. They produce their plays for East Hampton society folk in the town's handsome Guild Hall. And once a year they invite patrons, subscribers and distinguished guests to their studio party and vaudeville show, whose best sketches this year are shown at right.



Lawn buffet is served to students and faculty before the vaudeville show. Guests included Lucretia Bori, Glenway Wescott, Jose Hurst and Mrs. William Woodin.



"Love in the Ozarks," a satire on *Tobacco Road*, shows Alan Coatts as a hilariously mother peering a dipper of wash tub water down the lazy gullet of John Heatherington, a hillbilly son. Below

(left) — Colette Brown-Kelley does a take-off on the genteel lady and footwarmer, who is called of *Cocaine*. *It is done* and sung by Martin Susseth, William MacLeod and Ruth Enners. (right)





# "Seamprufe"

TRADE MARK  
THE PROOF IN "SEAMPURFE" IS IN THE WEARING

SLIPS about \$2

GOWNS about \$3

570

Four fetching "Seamprufes" for the well-rounded lingerie wardrobe. Have one with fine pintucks and lace... à la style 570. For swing skirts, style 527 is perfection itself. For your frivolous moods, you'll like style 521 and its matching gown, style 5036. All finely detailed, bias cut beauties in our new suave Rayon Satin LaRue woven with Celanese\* yarn. Sizes 32 to 40. (Style 527 also in sizes 11 to 17.) Slip: Tearose, White. Gown: Tearose, Sky Blue.

RAYON SATIN LA RUE  
WOVEN WITH  
*Celanese\** YARN

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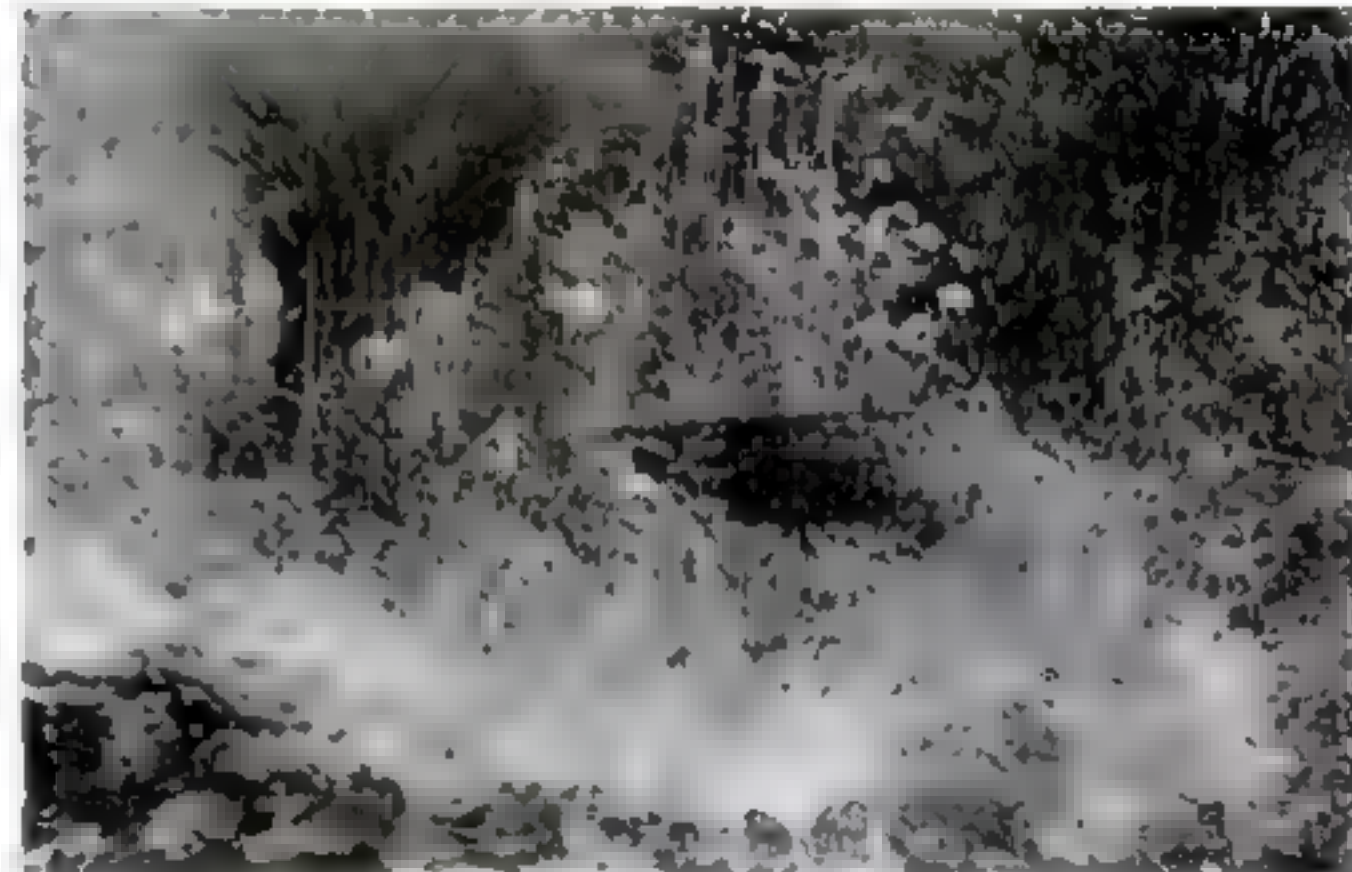
2.00-SEAMPRUFES FROM CLOTHES-TO-WASH-STORES



Two stage-crow members, Nancy Lackey & Dick Damon, wrestle in water garden.



Over they go into pond filled with water lilies and banked with rare plants.



A big splash is all the camera records when Nancy and Dick hit the water. This battle is a continuation of a genial feud carried on backstage while shifting scenery.



Up they come a second later dripping water, mud and lily pads. Nancy, a skillful carpenter, is interested in scene construction, also does lighting and technical work.



Striking with laughter they climb out, go for towels. The water garden, built on a former swamp, is 50 years old and rates as one of America's most beautiful.

CONTINUED ON PAGE 37



# First Prize in any company-

*The Field & Stream Challenge Cup.* Sportsmen recognize this trophy as the top award in annual hunting dog trials. And most American men know, too, that for style and value one name among men's shoes leads all the rest. Jarman takes first prize in any company.



\$5.00 to \$6.85 MOST STYLES

## Jarman SHOES FOR MEN

**1 CORTEZ BROWN**... a rich and rugged, full wing tip brogue in a new Jarman shade of Hand-Toned calfskin. Smartly dressed men will wear it at the stadium and at the office. No. 1774, Madison last.

**2 AMERICAN TAN**... Here's a new Jarman model in the popular moccasin style. A good-looking, comfortable semi-sport shoe to complement perfectly your brown Fall suitings. No. 5701, Regent last.

**3 BURLEY BROWN**... Business men like the style of this new Jarman straight tip brogue. It's a handsome, versatile shoe that goes well with chevots and tweeds. No. 1184, Piccadilly last.

Each sold by Jarman Shoe Company, Inc., a General Shoe Corporation, New York, N. Y.





THE GUESTS SIMPLY LOVED IT!

# HUBBY'S HOBBY SALAD

WITH *REAL MAYONNAISE*



## HUBBY'S HOBBY SALAD

Rich in all the minerals and vitamins of fresh uncooked vegetables

- |                         |                          |
|-------------------------|--------------------------|
| 3 cups shredded cabbage | 12 cauliflower flowerets |
| 12 broccoli flowerets   | 1 large tomato           |
|                         | Spinach leaves           |

Hellmann's or Best Foods Real Mayonnaise

Arrange vegetables on tender leaves of spinach, as illustrated. Cut skin of tomato in sections three-fourths of the way down and peel skin back from tomato to form petals. Place in center of salad. Serve with Real Mayonnaise. Serves 6 to 8.

TESS SERVES TED'S VEGETABLES IN THE STYLE THEY DESERVE

SO TED'S HOBBY IS GARDENING! SOME VEGETABLES! AND YOU'VE MADE THE MOST OF THEM, TESS, WITH THIS LIGHT, RICH-TASTING MAYONNAISE!

THAT'S REAL MAYONNAISE, FROM THE GROCER'S, JUNE

TELL ME, TESS—WHAT'S THE DIFFERENCE BETWEEN REAL MAYONNAISE AND "SALAD DRESSING"?

REAL MAYONNAISE HAS NO STARCHY FILLER IN IT! IT'S ALL MAYONNAISE, LIKE HOME-MADE, SO IT DOESN'T TURN WATERY WHEN YOU ADD MILK OR FRUIT JUICES

... this light mayonnaise—delicate in flavor, light and smooth in texture

Real Mayonnaise (Best Foods in the West; Hellmann's in the East) is made like the home kind. It contains only freshly broken eggs, added egg yolks, choice vinegar and spices, and our own "FRESH-PRESS" Salad Oil which we ourselves prepare fresh each day, as it is needed. And in our powerful new kind of double-whipper these ingredients are so completely blended that Real Mayonnaise, with all its home made richness, is even lighter and creamier in texture than home-made, and has a zestfully light, delicate flavor, free from oily taste.

NEXT DAY

LOOK, JUNE—REAL MAYONNAISE ISN'T THAT WHAT TESS SERVED ON THAT SWELL SALAD LAST NIGHT?

YES! LET'S GET SOME! WASN'T IT THE BEST YOU EVER TASTED?

# BEST FOODS — HELLMANN'S

*Real Mayonnaise*



IN THE WEST  
IN THE EAST





A midnight beach party at Three Mile Harbor winds up the day's merriment. The drama students build a driftwood fire in an open grill, dance to portable radio.



The technique for cool night swimming is to dash in quickly, take a plunge, then spurt for shore. Less hardy students are meanwhile roasting wieners over the fire.



Those who forgot towels must wait till the others get dry. When not rehearsing roles during the daytime, students swim in the Atlantic surf, a mile from the studio.

"Oh! Darling,  
it's lovely!"



## HEADING FOR A WEDDING? Make Her Happiness Complete With a GENUINE-REGISTERED Keepsake

### DIAMOND ENGAGEMENT RING

WATCH the eyes of that lovely lady of yours shine with appreciation of your thoughtfulness in seeing that it really is a Genuine Registered Keepsake Diamond Ring. She'll always take pride in its brilliant beauty and distinguished styling.

In selecting her ring, here's the sure way to avoid the disappointment of unknown quality—go to an Authorized Keepsake Jeweler. He has been specially selected and has a fine reputation. Look for "Keepsake" on the inside of the ring . . . it's the famous name in diamonds. This name and the established price on the tag give assurance of quality and value, based on nearly half a century's experience in the expert selection and appraisal of diamonds. With each genuine registered Keepsake Diamond Ring comes the Certificate of Registration and Guarantee.

There is a Keepsake for every taste and purse. Extended payments can usually be arranged. Ask your jeweler to show you the newest Keepsake styles in matched sets. The name of your nearest Keepsake Jeweler will be sent on request.

#### BEFORE YOU ANNOUNCE YOUR ENGAGEMENT

Send the coupon or write for the valuable Etiquette Book for coming brides and grooms—a complete and necessary guide to correct social usage.

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Engagement Ring 100.00



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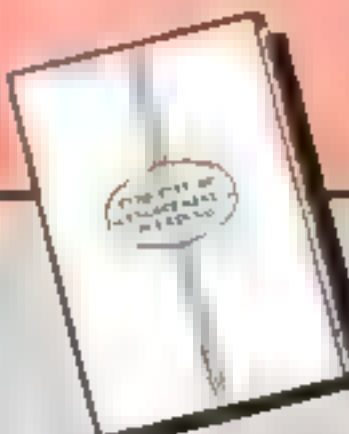


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Please send helpful book—Etiquette of the Engagement and  
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*Head of the Bourbon Family*

*Just try to match its  
superb flavor*

The excellence of old Grand-Dad can speak for itself. For more than a half-century, it's been famed for a rare and glorious good taste. No wonder, Old Grand-Dad today is

**First in Quality  
First in Reputation  
First in Popularity**  
among

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KENTUCKY STRAIGHT  
BOURBON WHISKIES**

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GRAND-DAD**  
KENTUCKY STRAIGHT  
BOURBON WHISKY  
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THE OLD GRAND-DAD DISTILLERY COMPANY  
LOUISVILLE, KENTUCKY

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## PICTURES TO THE EDITORS

### PLAYMATES

Sirs:

Bambi the fawn and Whiney the cat live in the Hazlegrove house in Roanoke, Va. Bambi 3 weeks old was found wandering along the road by a colored man and sold to the three Hazlegrove boys for \$2.

Whiney was a little jealous at first and tried Bambi out with a couple of round-house rights (below). But pretty soon Whiney began to feel protective toward the fawn and now they share milk, bed and the Hazlegrove family.

—LAMBERT MARTIN

Roanoke World-News  
Roanoke, Va.



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**"STOP** this foolish search," said John. "You're getting nowhere fast. It's food I need — not recipes — if you want me to last!"



**"LOOK!"** cried John, his face aglow. "The answer's in this can. Before you can say 'Underwood,' we'll feast on Deviled Ham!"



**LISTEN** and you'll hear the same in homes from coast to coast. "Underwood's the finest spread on crackers, bread or toast!" Rare spices from the Indies make Underwood's a winner. It's good at any time of day — at breakfast, lunch or dinner.

**FREE!** Sample can (only one per family) — and recipe book. Write Wm. Underwood Co., 116 Walnut Street, Watertown, Mass.



**P.S.** For variety try "PâtéFoie", the new Underwood canapspread. Tastes imported—costs little. Ask your grocer or send 15c for full size can.

**HAY FEVER**  
GIVE YOU  
**CLOTHESPIN**  
**NOSE?**

Hay fever got you down with clogged up nose? Get the help of a Luden's. As it melts in your mouth soothing menthol vapor rises with each breath to help clear and free stuffy nasal passages.



# STUMPED

Sirs:  
Half a century ago in Michigan's New-ago County, great lumber mills worked the white pine. When the pine was gone the mills went too. Those families who remained to farm the country found themselves surrounded by forests of stumps. So it seems fitting that when they died their heirs erected the gravestones that seemed most reminiscent of their lives—stumps.

RUTH MAYNARD  
Augusta, Mich.



# DUMB DORA GETS AN IDEA THAT WINS EVERYBODY'S VOTE





## The Pick of NEW JERSEY



## The Pick of PENNSYLVANIA



## Nature gave them both that EXTRA SOMETHING

**L**ITTLE more need be said of a cranberry than "It comes from New Jersey!"... and of an oil "It comes from Pennsylvania!" One Pennsylvania crude oil is noted for an inherent richness of those qualities needed most in lubricating your modern motor. It is the Bradford-Pennsylvania crude from which Veedol Motor Oil is refined exclusively. This top-price Bradford crude imparts to the

famous Veedol "Film of Protection"... a tough body that resists break down or burn up from heat and friction... a flexible body that constantly seals the most minute clearances to prevent power and fuel waste... an economical body that means fewer quarts of oil per month, fewer gallons of gas per week, and fewer dollars of expense per season... Pick Veedol and you pick the pick of Pennsylvanian

Ask for **VEEDOL Safety-check** Lubrication

A PRODUCT OF TIDE WATER ASSOCIATED OIL COMPANY... MAKERS OF "FLYING A" GASOLINES

## PICTURES TO THE EDITORS

(continued)



### WHO'S YEHUDI?

Sirs:

I hope this picture (above) will answer the plaintive queries of popular singers throughout the nation. Yehudi is the person in whose lap Ben Lupton, geologist, sits while making notes. Actually, he's sitting on his geologist's pick (below).

R. D. MILLER

Los Angeles, Calif.

• Yehudi, hero of the current popular song, is the man who puts out the light in the frigidaire.—ED.



### EARLY BIRD

Sirs:

This robin fell from his nest in a storm long before he was able to fly. I fed him from a medicine dropper for three days and then used worms. I let him sit on a branch all day and took him into the house at night. Now I can't catch him.

JOHN A. OLSEN

Viborg, S. D.



## First in Quality

"The  
national  
rub-down"



**MIFFLIN**  
ISOPROPYL ALCOHOL  
RUBBING COMPOUND

• AT DRUG, DEPARTMENT  
AND 5c AND 10c STORES

**At Last...**  
PIPE "BREAK-IN"  
ELIMINATED!

**Guarantee**  
This pipe of finest 100 year old Algerian Briar requires no "break-in" due to secret and exclusive oil process eliminating all saps, tars, etc... this, plus hand tooling and shelling makes it the lightest pipe available. Fine Vulcanite Para stem with ivory insert to keep "slugs" from mouth. Unconditionally guaranteed against flaws or imperfections.

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**THE SHELLMOOR**  
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America's finest pipe at  
**\$2.50**

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write for nearest dealer to  
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**WE WARRANT:**

**GOLDEN WEDDING IS ALL WHISKEY**

A Blend of Straight Whiskies—90 Proof—Bourbon or Rye. The straight whiskies in *Golden Wedding* are 4 years or more old. 11%, one straight whiskey 5 years old, 2%, one straight whiskey 6 years old, 1%, one straight whiskey 11 years old. 86%, two straight whiskies 4 years old. Copr. 1940, Jos. S. Finch & Co., Inc., Schenley, Pa.



**Five Great Whiskies**  
*Wedded* **into**  
**Golden Wedding**



Each of these five decanters holds a rare whiskey treasure ... from 4 to 11 years old! Observe that each whiskey is prized for a highly desirable quality. If you could taste any one, you would be delighted. But *still* you'd be missing the distinguished qualities of the other four. For it takes *all five* of these choice aged whiskies for the most complete enjoyment possible in a whiskey. Only in *Golden Wedding* will you find this five-fold taste!

**MINT JULEP**—4 sprigs fresh mint,  $\frac{1}{2}$  tablespoonful powdered sugar. Crush mint leaves and sugar lightly and add 1 jigger of *Golden Wedding* Bourbon or Rye. Fill glass with cracked ice, stir gently until glass is frosted, decorate on top with sprigs of mint.

**"HAS HAD NO PEERS FOR 50 YEARS"**





PICNIC ACCESSORIES FROM ASHERHURNE AND FROTH CO. • GIRL'S COSTUME BY JAY THORPE

# It pays to wear REAL SILK HOSIERY

**Audacious**—especially good for evening wear.

**Tan-glow**—a very popular shade for afternoon.

**Tabasco**—which will set off your sports outfit at the football game.

## Complete Color Service Right in Your Home

The Realsilk Representative who calls on you offers a complete color harmony service—the shades best suited for fall colors, occasions and costumes.

*When the leaves begin to fall,  
Then come college and football,  
Time to buy your new fall clothes,  
Time to get new Realsilk hose.*

• • •

To the question—

*"Why does Realsilk hosiery have so many million rooters?"*

—we have this simple answer:

*"Realsilk stockings (both silk and nylon) have so many special features that make legs more alluring, hosiery more enduring."*

To cite a few:

Realsilk is actually shaped to fit *under* the knee. (In these short skirt days that is important!) Snug ankle-fit, too.

Realsilk has a *flat-seam sole* which is kind to your foot in the thinnest shoes.

Realsilk has the famous *closed ("No Hole") hem* which lets you clamp your garter "dead-

center", to keep hosiery from twisting, and seams straight. This also adds to wear.

Realsilk's *Personal Fit Service* fits practically every leg and foot combination—the statuesque leg with a petite foot and vice versa and the various leg-foot combinations in between. Foot sizes 8 to 11 in all styles and shades.

You need fit like this in nylon as well as in silk.

This unique fit service is made possible by Realsilk's "Mill to Millions" idea of selling direct to you—one great mill serving an entire nation of wearers.

Realsilk balanced-twist Grenine thread gives you a sheerer looking stocking with less danger of snags.

The Realsilk Representative will come direct to you—cottage, campus, mansion or office. Phone for an appointment.

*Territories available for men and women of character. Write Dept. L, Real Silk Hosiery Mills, Inc., Indianapolis, Branch sales offices in 200 cities*

from mill to millions

